



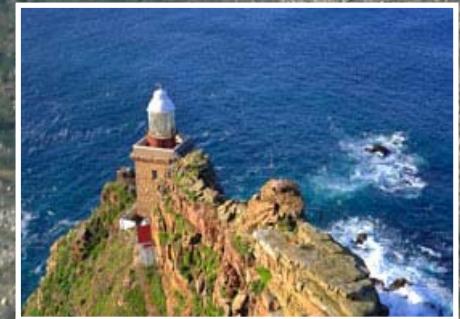
June 2009

Cape Town, South Africa



*“Exhibition Islam
reaches the
Southern- most
parts of Africa...”*

Exhibition Islam



Background Image: A view of Cape Town from Table Top Mountain;
Top Image: City of Cape Town;
Middle Image: Table Top Mountain;
Bottom Image: Cape Point.

LOCATION & VENUE



A map of South Africa. An arrow points to the location of Cape Town.

South Africa is located at the southern tip of the African continent and borders the Indian and Atlantic oceans.

It has a tumultuous history and was a colonial region occupied by both the Dutch and British, both of whom were at the forefront of the slave trade.

In 1948, racial segregation was formally instituted, known as apartheid. This continued until 1994, when it was finally abolished and the African National Congress led by Nelson Mandela took power.

Cape Town lies on the Southern coast and is the second most populous city of South Africa.

Although the Muslim population account for about 2%, the Muslim community has worked hard to become part of the essential fabric of the society. Most outlets serve Halaal food as standard and Muslims are highly respected.

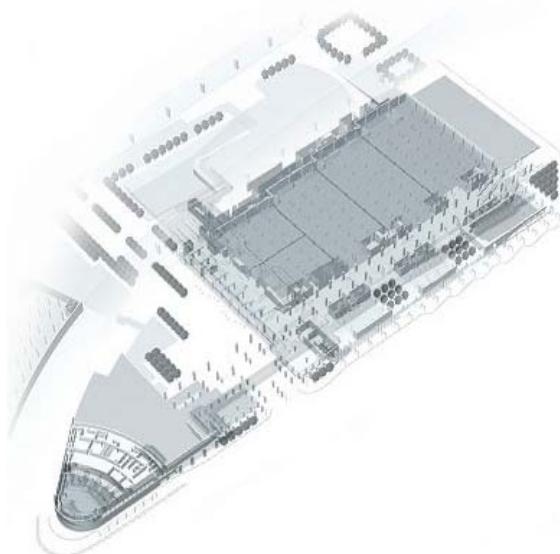
This respect emanates from the Muslim contribution towards the struggle against apartheid and the support given to the current ruling government.

It is estimated that Islam is the fastest growing religion of conversion in the country, with the number of indigenous people accepting Islam growing six fold, from 12,000 in 1991 to 74,700 in 2004.



The Cape Town International Convention Centre (CTICC) is amongst the leading Convention Centres in the southern hemisphere, and is situated at the heart of Cape Town near the Victoria and Albert Waterfront.

It hosted Exhibition Islam from Thursday 11th June to Sunday 14th June 2009.



A floor plan of the CTICC. Islam Expo 2009 SA occupied the largest exhibition hall, with Exhibition Islam being the main attraction.

Exhibition Islam does not necessarily endorse all the views of the organisations mentioned in this report. The partnership agreement to hold this exhibition does not constitute an endorsement or an approval by either party of any additional products, services, policies or opinions of the other organisation or individuals involved within it.

OUR HOSTS & PARTNERS



arts and culture

Department:
Arts and Culture
REPUBLIC OF SOUTH AFRICA



THIS CITY WORKS FOR YOU

Muslim Students' Association of the Cape

The Muslim Students' Association of the Cape is a body set up to unite all existing student Islamic Organisations in Southern Africa and to encourage and help the formation of further student organisations in order to cater for the requirements of Muslim students. They also seek to disseminate the knowledge and call of Islam to Muslim students as well to students of other faiths.

The MSA Cape, under the leadership of Mohamed Osman, were the main organisers for the event and are supported by a dedicated team of volunteers who contribute greatly to it.

Itheko Event Management

The event was managed extremely professionally by Itheko Events Management who had planned it in great detail. All specific requests were met and full logistical support was given. Itheko is managed by Farouk Meyer, Faheem Meyer and Communications Manager Fatima Allie.

The Muslim Judicial Council of South Africa (MJC)

The MJC is a leading Islamic body in South Africa, and has been established since 1945. It was a partner in the Islam Expo 2009 SA event. Addressing the media at the launch held at the Civic Centre on Friday, MJC secretary-general Moulana Abdul-Khalick Allie said the MSA played a vital role in promoting Islam amongst the youth and the exhibition was a significant milestone for the organisation.

Department of Arts and Culture, City of Cape Town

The Islam Expo 2009 SA event was fully supported by the City of Cape Town with the Minister for Arts and Culture Ms Lulu Xingwana and Executive Mayor Dan Plato opening the event.

Thanks

Exhibition Islam would like to thank our hosts from the above mentioned organisations.

Special thanks are given to Mohamed Yusuf, Mohamed Osman, Khalid Manjoo, Hayder Dhansay and Goolam Tambe from the MSA, for their warm welcome and kind hospitality.

We would also like to thank Dr Ibrahim Akujee and Br Yunus from the MJC and Al Quds foundation for their kind hospitality and unrelenting support.

Finally we would also like to thank Farouk Meyer, Faheem Meyer and Fatima Allie as well as Adil from Itheko, for their logistical and professional support.

DESIGN & LAYOUT



The layout design for Islam Expo 2009, Cape Town designed by Exhibition Islam.

Exhibition Islam occupied a space of 500 Sq metres, and designed the area to be a systematic walk through with the central area consisting of rare manuscripts belonging to the Exhibition Islam collection.



The exhibition hall was transformed by Itheko management systems, with the Exhibition Islam area set up according to specified requirements.



After minor modifications, the Exhibition Islam team set about transforming the empty area into the star attraction, in time for the opening ceremony.

OPENING



Minister for Arts and Culture Ms Lulu Xingwana cuts the ribbon, assisted by Farouk Meyer, Managing Director of Itheko (left) and Executive Mayor Dan Plato (right). Also in the picture, next to the Mayor is Mohamed Osman from the MSA Cape.

Earlier the Minister, Mayor and a host of dignitaries and celebrities had made their opening speeches in which they thanked the event organisers and talked about the contribution of Muslims towards the society in South Africa.

Umar Ansari from Exhibition Islam thanked the hosts and sponsors and introduced Exhibition Islam and its goals of creating harmony in a fragmented world.

OPENING (CONTINUED)



Umar Ansari from Exhibition Islam thanked the organisers and introduced Exhibition Islam and its history and significant milestones.



Speaker Dr Fadel Soliman is a member of the International Union of Muslim Scholars and has published and produced various Islamic material.



Ebrahim Rasool, who was the former Head of Government of the Western Cape Province of South Africa, gave his opening speech, calling for interaction.



Moulana Abdul-Khalick Allie, Secretary-General for the Muslim Judicial Council said the exhibition was a significant milestone.

TOURS & VISITORS



The exhibition boasted numerous rare original handwritten leaves and manuscripts from the first Islamic century to the present day.



Also on display were handicrafts and rare artefacts such as an Ottoman brass scribes inkwell.



There was a selection of coins from around the Islamic world mapping the spread of Islam and the acceptance of new cultures and civilisations which became part of the Great Islamic State.



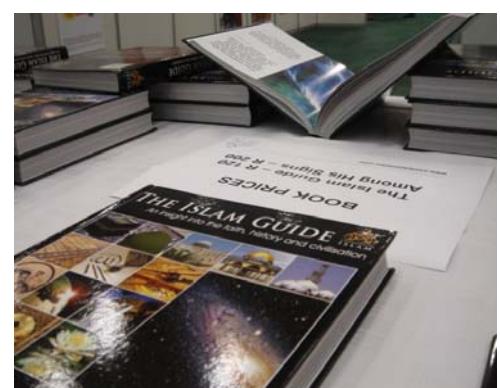
TOURS & VISITORS



Stunning artwork was on display at the exhibition, complemented by the talented South African artist, Achmet Soni at the event.



Jewish and Christian manuscripts were on display illustrating the acceptance of other faiths in Islamic Society.



The Islam Guide was on sale at the end of the exhibition for visitors to take back some of what they had seen at the event.

The book was sold out with many requests for additional orders and international sales.

TOURS & VISITORS



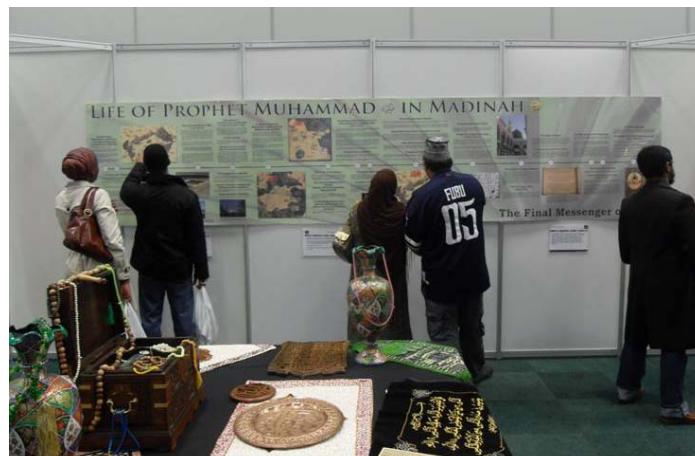
People wandered through the exhibition at will, or requested tours which explained the posters in depth...



The exhibition started by explaining the reality of the creator and His beautiful Names and Attributes...



It explained the relationship between the prophets and how their call was the same...



It explained the lives of prophets Esa and Muhammed (peace be upon them both) in detail....



Many schools were given tours in small groups to allow discussion and dialogue....



After the Qur'an section, visitors could mull over the scientific miracles mentioned in the Qur'an....

TOURS & VISITORS



People came from far and wide to see the exhibition and the ancient manuscripts, with some lengthy discussions from all, including academics. The EI team enjoyed the high level of discussion and honesty of local people.



Most people agreed that the exhibition had illustrated the Islamic religion in a manner that compelled them to re-examine their understanding of Islam and question their own ideas and beliefs.

ADVERTISING & MEDIA COVERAGE

Advertising

The event was advertised locally by leading Muslim organisations, MSA cape and MJC. Itheko Events Management ran a publicity campaign with posters displayed on street-poles on the majority of the high traffic roads.

The City of Cape Town, (an event partner), also erected flags advertising the event.

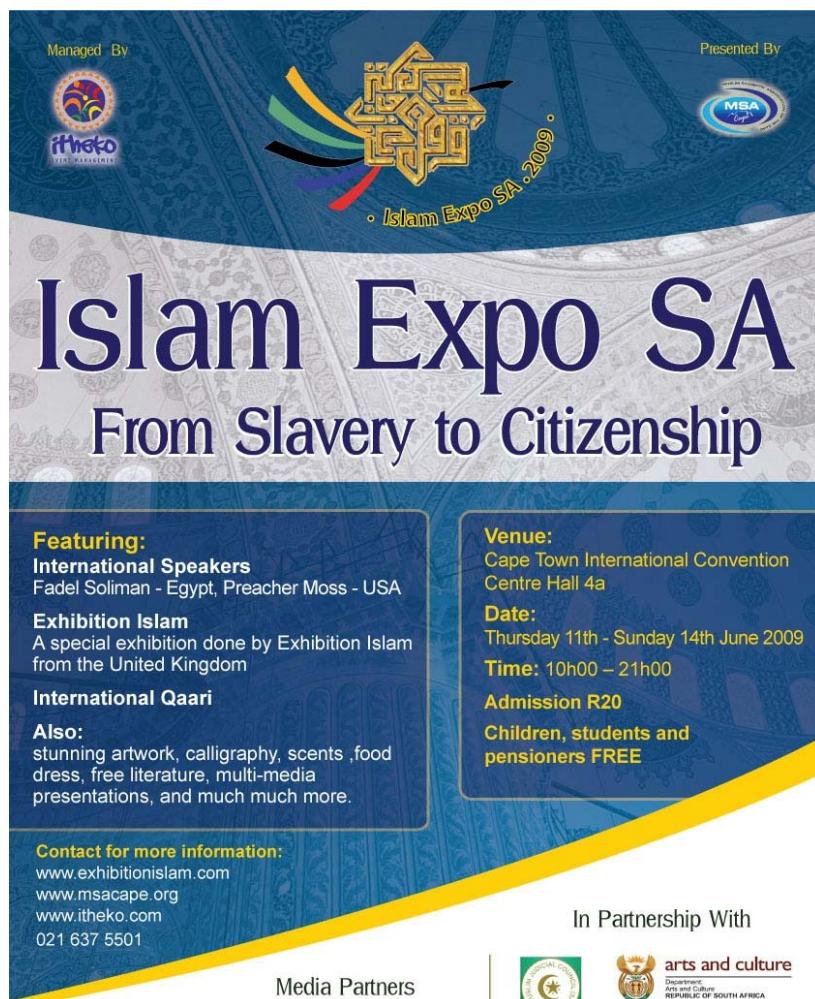
Posters were delivered to all the Masajid in the Western Cape, and the MJC requested it to be announced during Jumu'ah prayers.

The MSA also started an intensive e-mail campaign two weeks prior to the event.

The press was informed about the event, locally and nationally.

Most schools in Western Cape were invited although many could not attend due to exams at this time.

Below: The flyer used for publicity locally.



DIE BURGER



Media Partners

The event benefited greatly from various media partners who in turn ran publicity campaigns for the event.

Die Burger

This is the largest national Afrikaans spreadsheet in circulation. Not only were there numerous articles run on the event, but the newspaper carried a complimentary ticket to entice the mainly non-Muslim, Afrikaans speaking population to the event.

The Voice of the Cape

This is one of the largest Muslim radio stations in Cape Town.

It ran regular advertisements and also broadcast live coverage from the Expo over the week-end

Channel Islam International Broadcasting

CII promoted the Expo with interviews, on air advertising and website advertising.

ADVERTISING & MEDIA COVERAGE



Picture from Die Burger in which Zaheer Ali from Exhibition Islam gives a tour to Arts & Culture Minister, Ms Xingawa and Executive Mayor Dan Plato.

Channel 4 Network SA

Channel 4 supplied all audio visual equipment for the stage area and for the recording of all programs from it.

X Con Films

X-Con Films recorded interviews and ran a media launch that was broadcast on a community television channel before the event.

Media Coverage

The event was also covered by Radio Islam which boasts a listenership of 500,000.

Interviews were given to Voice of the Cape and Radio Islam, still being available for listening on their websites.

Die Burger also gave extensive coverage of the event.



FEEDBACK & OUTCOMES



Feedback

The Voice of the Cape (VOC) recorded feedback from visitors which was almost entirely positive. Almost all of people polled praised the effort and believed it might be a good initiative especially to correct misconceptions that exist about Islam.

“The International exhibit from the UK which is right in the centre really rocked. This was a truly world class experience. Walking among it and seeing the ancient Qurans, coins, and scientific tools really made a big impression, especially on my kids. I teared up just looked at all of this.”

Nazley, Mitchells (VOC)

“I learnt a lot, especially about early Islam, our inventions, culture and other issues, the old scriptures and coins. It is very informative. We need more of these expo's more regularly, maybe every six months, so that more people will get the chance to learn about Islam. It also helps non-Muslims to see us differently from how we are portrayed in the media.”

Abdur Rashied, Klerksdorp (VOC)

Outcomes

Over 55,000 people attended the event with many being from other faiths.

Most visitors were thankful for the clarification of the Islamic viewpoint and many took further literature to facilitate their quest of discovery.



Israr Khan, from the Exhibition Islam team, presents a complimentary copy of the Islam Guide to a new Muslim on stage.

CONCLUSION & SUMMARY

The Muslim community in Cape Town are from a diverse cross-section of people with a strong sense of brotherhood that welcomed the Exhibition Islam team and gave full support whenever and wherever it was needed.

Much of the Muslim community are from Indian and Malay roots, having ancestors that were brought to the country by Dutch merchants as slaves. They have now established themselves as respected and affluent members of society, in particular because of their stand against apartheid.

The Muslims are well integrated and the general society is particularly open - minded and welcoming.



Future Plans

All feedback was extremely positive with serious discussions taking place regarding exhibitions in Johannesburg and Durban.

With the Football World Cup 2010 to be staged in South Africa, the country is busy in preparation for a great influx of tourists, and the Expo partners would like to hold an event at that time.

MSA Cape proved themselves to be capable partners who could continue working locally, and would like to develop a long-term partnership with Exhibition Islam in order to do this.





www.exhibitionislam.com