



FWA Connect takes centre stage as FAME industry powerhouse

The power of RX globally has enabled FAME Week Africa to rapidly respond and to assist their clients in future-proofing their businesses and create new ways to engage with creatives, producers, musicians, animators, digital wizards and more. In partnership with the Host City of Cape Town, RX Africa is raising the curtain with the launch of FWA Connect (www.fwaconnect.com), a virtual hub starring the Pan-African market with a focus on Animation, Film, Arts, Media and Entertainment industries.

FWA Connect is the digital arm of FAME Week Africa. Launching in September 2021, FAME Week Africa is set to become the continent's unrivalled cornerstone of business development, connecting industry professionals and creatives, transforming three days of exchange and networking, meetings, screenings and conferences, into lasting business.

"FWA Connect offers curated content, industry news and insights, and a place where experts on a variety of industry-related will host webinars for the world. It will also offer back-stage passes into the lives of the people who make up this vibrant creative industry," says Martin Hiller, Creative + Content Director for FAME Week Africa.

The stage is set

Visit this innovative content hub www.fwaconnect.com and immerse yourself in ballet shoes and building views; Move over Disney: African audiences want more stories; How virtual reality technology is making people care about the environment; Why Cape Town and the Western Cape is emerging as a film and tech powerhouse; and more.

We welcome you to FWA Connect with these videos:

-Facebook: <https://fb.watch/v/3nU2Aelh6/>

-YouTube: https://youtu.be/6FGBuE_2b5g

Ends

About Reed Exhibitions Global

Reed Exhibitions is a leading global events business. It combines face-to-face with data and digital tools to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors, attracting more than 7 million participants. Our events leverage industry expertise, large data sets and technology to enable our customers to connect face-to-face or digitally and generate billions of dollars of revenues for the economic development of local markets and national economies around the world. Reed Exhibitions is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. www.reedexhibitions.com

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*Note: Current market capitalisation can be found at <http://www.relx.com/investors>