



**SAITEX 2009**  
**Southern African International Trade Exhibition**  
**19 - 21 July 2009**  
**Gallagher Convention Centre, Richards Drive, Midrand,**  
**Johannesburg – South Africa**

**FACT SHEET**

**Event Profile & History:**

The 16<sup>th</sup> Southern African International Trade Exhibition (**SAITEX**) is a platform for trade across Africa and internationally. It is an import/export **business and trade fair** with exhibitors representing various industry sectors. This is the only multi-sectoral trade event in Southern Africa.

- **SAITEX** was first established in 1993 and was acquired by **Exhibition Management Services (EMS)** in November 2008. EMS is a leading exhibition organiser, with a 28 year track record in delivering successful trade fairs throughout the African continent.
- **SAITEX 2009** will be co-located with EMS's flagship event "**Africa's Big Seven**". This expo showcases the food & beverage industries - it is the only event of its kind that tracks produce from the farm gate to a retail outlet and encompasses all the processes along the way. The expo is so named because of its seven component parts. The 2008 event attracted exhibitors from 19 countries and over 7,000 visitors from 43 countries.

**Exhibitor profile for SAITEX 2009:**

Local and international manufacturers and exporters, distributors, importers, entrepreneurs, trade management service providers as well as government & investment agencies looking to penetrate the South African, African and/or the global market with a focus on expanding their current markets, should apply. Over 400 exhibitors from 16 different countries participated in SAITEX 2007.

**Primary Industry Sectors:**

\*Fastmoving Consumer goods \* Retail ready products \* Electrical and electronic items \* Engineering goods and services \* Building & Construction Products \* Food, beverages & catering \* Footwear and leather products \* Industrial products \* Manufacturing technologies \* Plastic ware \* Home ware \* Kitchenware \* Cookware \* White Goods \* Brown goods \* Home Entertainment \* Office equipment \* Furniture \* Hardware \* Stationery \* Sports Equipment \* Textiles and lots more

**Visitor Profile:**

Exhibitors will be exposed to major agents, distributors, exporters and importers, key decision-makers, leading buyers, Trade Associations & Chambers and their members, industry leaders and influential business people with well established infrastructures and trade networks throughout Africa and the world, plus well positioned government officials. The company's African database is unmatched in the industry allowing for identification, notification and participation of truly qualified Pan African trade visitors. The added value of conference(s) and workshops will attract a number of high quality visitors in 2009.

**Why exhibit?**

**SAITEX 2009** provides an ideal platform with unparalleled opportunities to:

- Attract new customers in international markets
- Build global brand awareness

- Have direct contact with respective target markets
- Showcase your latest products and services
- Launch new products/ranges and/or services
- Deepen relationships with existing customers
- Explore trade opportunities
- Find new agents / new channels
- Develop import/export markets
- Interact & network with industry peers
- Forge international alliances and strategic partnerships.

**SAITEX 2009** will further be hosting **The South African Small Business Development Initiative**.

- This initiative will be focusing on **SMME's**, their challenges, risks and opportunities. Focused business-to-business events will be hosted where potential buyers and sellers can network and meet on a one-on-one basis.

**Rate Schedule: (Excl. VAT)**

<p><b>Floor Space only</b></p>	<p>R 1 650 per m<sup>2</sup> (SADC only) US\$ 273/m<sup>2</sup></p>
<p><b>Stand Package</b> <b>This includes:</b> Shell scheme, carpets, company name on fascia, *2 x spotlights, *1 x 15 amp plug point, carpets, *1 x table, * 2 x chairs <i>* quantities vary according to stand meterage</i></p>	<p>R 1 995 per m<sup>2</sup> (SADC only) US\$ 320/m<sup>2</sup></p>

**Key Media Partners:**

Various business, trade and government publications and media – locally, across the African continent and internationally.

**Exhibition Times: (19 – 21 July 2009)**

Sunday – Tuesday: 10h00 to 18h00

**Another professional trade exhibition by**



**Exhibition Management Services (EMS)**

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**Websites:** www.saitex.co.za & www.exhibitionsafrica.com