



SAITEX

co-located with

Africa's Big Seven!

The Continent's leading Food and Beverage Industry event

SAITEX 2010 FACT SHEET

Southern African International Trade Exhibition
25-27 July

Gallagher Convention Centre, Richards Drive, Midrand,
Johannesburg – South Africa

Event Profile & History:

The 17th 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 of its kind in 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 2010** will be co-located again with EMS's flagship event "**Africa's Big Seven**" (**AB7**). This expo specialises in food & beverages - 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 first combined event (i.e. SAITEX & AB7) in 2009 attracted 403 exhibiting companies from 39 countries and over 12, 700 visitors from 44 countries. They showcased 392 product categories featuring 2117 different items.

Exhibitor Profile:

Local & international manufacturers and exporters, merchandise traders, 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.

SAITEX 2010 will also create an ideal forum for SMME's, as well as large corporations, to showcase their products and services to an international, African and South African market.

Primary Industry Sectors

SAITEX 2010 will focus on 2 Primary Industry Sectors

1 SAITEX 2010 RETAIL

- Retail ready products
- Fast Moving Consumer Goods
- Electric & electronic appliances
- White goods
- Brown goods
- Home entertainment systems
- House ware
- Kitchenware and cookware
- Soft furnishings, rugs, baskets
- Plastic products
- Furniture, indoor & outdoor
- Textiles and apparel
- Footwear & leather products
- Office equipment & stationery
- Sports, health & gym equipment

- Camping & leisure equipment
- DIY products, tools and garden equipment
- Innovative & Creative Products/New Patents

We will also showcase

- Tourism
- Development & Government Agencies/services
- Financial, Investment & Business Services
- Import / Export Agents, Professional & Trade Services; Logistics, Transport & Service Providers.

2 SAITEX 2010 LIGHT INDUSTRIAL

- Machinery for manufacturing and packaging retail ready products such as food and beverages, stationery, plastics, clothing, footwear and leather products, cosmetics, household articles, etc.
- Building and construction machinery (light)
- Products, Tools & Light Machinery for use in building and construction
- Plumbing products, sanitary ware
- Hardware & DIY products
- Generators, compressors and air tools
- Welding machines and supplies

Visitor Profile:

Exhibitors will be exposed to major agents, distributors, exporters and importers, key decision-makers, leading buyers, Trade Associations & Chambers and their members, industrial 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

Business-to-business Match-making:

A **professional business-to-business match-making programme** will form an integral part of our **2010 show strategy**. All exhibitors and pre-registered visitors are invited to submit – at no extra charge - their details and requirements. These are assessed and profiled by match-making specialists, using various databases, additional research tools, as well as a sophisticated computer programme, ensuring that companies and individuals with common interests are matched. The programme diarises meetings with the matched parties.

COST OF EXHIBITING

Rate Schedule: (Excl. VAT – does not apply to US\$ rates)

Pricing	South Africa & SADC Countries in ZAR (R)	Other Countries/ International in US Dollars (US \$)
Floor Space only	R 1,780/m ²	US\$ 295 /m ²
Stand Package This includes: 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>	R 2,150/m ²	US\$ 345/m ²

Why exhibit?

SAITEX 2010 provides an ideal platform with unparalleled opportunities to:

- Attract new customers in international markets
- Build global brand awareness / Re-brand your company/products
- 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.

Key Media Partners:

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

Exhibition Times: (25 – 27 July 2010)

Sunday – Tuesday: 10h00 to 17h00

Contact us at SAITEX @ Exhibition Management Services (Pty) Ltd:



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I AM INTERESTED IN EXHIBITING AT SAITEX 2010



SAITEX

Company Name	
Name of Contact Person/Person in Charge of Exhibition Stand	
Position Of Contact Person in Company	
Tel No (Work) – including dialling code	
Cell No (Mobile)	
Email address	
Fax No – including dialling code	
Name of Signatory & Position in Company	
Contact details of Signatory (Cell & E-mail)	
Physical Address	
Postal Address	
Company Registration No (If applicable)	
VAT Registration Number	
Type of Business / Description of Primary Products / Services / Activities	
Stand Size Required (e.g. 9 m ² , 18 m ² etc.)	

Please fax back to +27(0)11- 783 7269 or scan and email to anina@mweb.co.za