

African printing industry stakeholders to witness global innovations at SGI Dubai 2016

Africa's signage and graphic industry is set to experience a growth as they are set to witness top innovations at Sign and Graphic Imaging (SGI) Dubai 2016 trade show.



SGI Dubai 2016 is the largest and most accomplished trade show in the signage and graphic industry. The 19th edition of the exhibition, which will display innovative products from exhibitors across the globe, will be held from 10-12 January at Halls 3-8 of the Dubai World Trade Centre.

A Smithers Pira report forecasted that the printing revenues in Middle East and Africa are set to touch US\$26 billion in 2018. Over 16% of SGI Dubai 2015's visitors are comprised of African visitors and this statistic is forecasted to increase for the 2016 edition. International and regional companies in the signage and graphic industries will converge for the show, showcasing the top and best products and services in the industry. International Expo Consults (IEC) (<http://www.IECdubai.com>), the show's organizers stated that over 400 international and regional exhibitors will unveil about AED220 million worth of printers and equipment in the event.

The 19th edition of SGI Dubai expects to receive over 12,000 visitors from 78 countries and they are set to witness the industry's latest products and trends. International Expo Consults (IEC) stated that one of the reasons for global exhibitors setting their sights on this region is due to the forecasted 7.2% revenue growth in the printing industry per annum.

"Every edition, we receive an unbelievable amount of support from our African visitors. With Africa's growing economy and its upcoming developments come the increasing demand for state-of-the-art printing equipment. Most visitors from Africa visit the trade show to discover the industry's cutting-edge trends and products and to network with international stakeholders," says Abdul Rahman Falaknaz, Chairman of IEC.

Falaknaz added, "Because Africa's printing industry is experiencing a dramatic growth, their industry can benefit from the approach and ideas of different exhibitors in and around the Middle East that they will witness in the exhibition."

Africa's gross domestic product in the past decade has been rapidly expanding compared to the global GDP average. Africa is considered to be a USD2 trillion economy, and reports revealed that six out of ten fastest growing economies in the world are in Africa.

"Africa's booming economy is an indicator that its signage and graphic sector will experience a huge boost. Companies in the said sector are slowly replacing old equipment with innovations, creating a wide space for global opportunities for printing services and products. The country's developing economy is also set to add in the growing demand for the industry," adds Falaknaz.

SGL Dubai 2016 is spread across a bigger floor space compared to its previous editions. It will also house pavilions for players within the digital signage, textile printing and retail signage industry sectors. The exhibitors and visitors, through the exhibition and its seminars, is a perfect platform to learn tips and techniques in the industry.

For the last 18 years, SGL played a role in being a converging point for exhibitors and visitors in the signage and graphic industry. The exhibition serves as a meeting platform for print and production manufacturers, sign makers, media and marketing agencies, developers, architects, and brand and image consultants, among others.

The 'SGL Dubai 2016' show will be held from 10 to 12 January at the Halls 3, 4, 5, 6, 7 and 8 at the Dubai World Trade Centre.

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