

## Exhibition to cater for interest in doing business in Africa

Johannesburg-based Exhibition Management Services (EMS) has researched and developed an event aimed squarely at African manufacturers and industrialists. Based on a number of EMS's exciting and successful exhibitions, The SA Industry and Technology Fair - [INDUTEC](#) - has 10 specific focus sectors that have been identified as being of interest to businessmen throughout the continent.



These sectors address the following industries: manufacturing, engineering, petro-chemical, plastics, water, pumps, valves and pipes and energy efficiency.

Leading business magazine *Forbes* has described economies in Africa as being the most resilient in the world. At the same time a thriving middle-class community is contributing to a booming manufacturing industry on the continent.

Recent South African government legislation to stimulate the country's manufacturing and engineering sectors has also come at just the right time.

"The National Development Plan, the R5.75 billion Manufacturing Competitive Enhancement Programme and the Preferential Procurement Policy Framework Act are all feeding the demand for new technology," states John Thomson, managing director of EMS.

"This has not been lost on international companies struggling with sluggish domestic demand who are keen to supply equipment and services to this rapidly growing market".

Back in South Africa, INDUTEC has been garnering impressive industry support. The Steel and Engineering Industries Federation (SEIFSA), the Engineering Council of South Africa (ECSA) and the Southern African Institute of Welding (SAIW) are just three of the 31 professional industry organisations that have pledged their support to the expo.

SEIFSA, which has over 2 220 member companies, sees INDUTEC as an ideal conduit to promote their markets and objectives to the metal and engineering industries at large, whilst Jim Guild, chief executive officer of SAIW states "We take our affiliations with leading industry players very seriously - including our endorsement of INDUTEC".

He continues by saying: "These industry ties form part of our strategy to create strong relationships which support our objectives and government's mandate, to enhance the manufacturing sector in South Africa".

INDUTEC takes place at Gallagher Convention Centre, Midrand, Johannesburg, South Africa from 14-16 May 2013. The organisers report strong interest from Brazil, India, China, Germany, Austria, Portugal and Turkey.

"We hope that South African companies will wake up to this international marketing opportunity presenting itself right on their doorstep once they are back from their holidays" concludes Thomson.

For more, go to [www.exhibitionsafrica.com](http://www.exhibitionsafrica.com).

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