

Sign Africa 2008 events launched

Practical Publishing has launched Sign Africa 2008, with larger venues, exciting new products and live demonstrations. For the first time, Sign Africa will be going to the Eastern Cape with a product day in Port Elizabeth, aimed specifically at the growing signage industry in that area.



With 2010 looming the demand for signage covering every aspect of the industry is already on the rise and international investors are showing a great interest in the potential business of the near future. Sign Africa offers the added opportunity for local and international visitors to investigate the various business ventures available in the industry for sharp entrepreneurs.

Last year's event was very successful, with an overall growth of 76% from across South Africa and all over Africa including Ghana, Namibia, Zimbabwe, Nigeria, Botswana, Kenya, Angola, Belgium, Egypt, Mozambique, Swaziland, DRC, Zambia and Gabon, as well as globally; Japan, Switzerland, Germany, USA, China, Taiwan and the UK. With this kind of visitor diversity, it is clear that the Sign Africa shows in 2008 are not to be missed!

The events cater to sign makers, digital printers, screenprinters, architects, advertising agencies, marketing companies, franchise companies, government corporates, the media and anybody interested in starting a business in the signage industry, nationally and internationally.

The extensive list of exhibitors includes suppliers and manufacturers of signage, screenprint, graphics, engraving, doming, textile printing, point-of-sale and digital print, offering visitors to every show the unique opportunity to see all the latest industry developments and trends.

The Africa Instore show is designed for end-users and will include suppliers and manufacturers of all media of visual communication including signage, display, POS/POP, retail design, shopfitting packaging, and indoor and outdoor advertising mediums.

Don't miss the event in your city!

- Sign Africa Durban - 28 and 29 February, at the Durban International Convention Centre.
- Sign Africa Cape Town - 21 and 22 May, at the Cape Town International Convention Centre.
- Sign Africa Port Elizabeth - 24 July, at the Feather Market Centre.
- Sign Africa and the Africa Instore show Johannesburg - 10 to 12 September, at the Sandton International Convention Centre.

Sign Africa is sponsored by Avery Graphics and Roland and fully endorsed by the South African National Sign Association (SANSA).

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For further details contact the organisers, Practical Publishing +27 11 615 5727, email or visit <http://www.signafrica.com>

For more, visit: <https://www.bizcommunity.com>