

Practical Publishing launches Sign Africa 2009

JOHANNESBURG: Sign Africa returns to Port Elizabeth, Durban and Cape Town this year culminating with the Sign Africa Johannesburg and Africa In-store events. Sign Africa is a platform for the sign, design, graphics and marketing arenas.



The organisers believe that sustaining profitability in Africa will be further assisted with the upcoming 2010 World Cup Soccer event. The demand for marketing initiatives covering the signage industry is expected to increase exponentially, with a host of pre- and post-world cup events requiring exposure. Sign Africa offers a possible opportunity for local and international visitors to investigate the various available business ventures, gathering ideas from new products for the signage and display industries.

Sign Africa's line-up of industry suppliers and manufacturers creates a networking environment for sign makers, digital printers, screenprinters, architects, advertising agencies, marketing companies, franchise companies, government corporates, the media and entrepreneurs. The show will feature a display of industry developments and trends, new product launches, live demonstrations, on-site training and a technology conference headlined by international speakers and local industry authorities.

Dates:

19 February, Sign Africa Port Elizabeth

25 - 26 March, Sign Africa Durban

20 - 21 May, Sign Africa Cape Town

2 - 4 September, Sign Africa Johannesburg and The Africa In-Store show

Sign Africa is sponsored by Avery Graphics and Roland.

Visit www.signafrica.com for more information.