

Mediatech Africa set for July 2011

Mediatech Africa will take place at the Coca-Cola dome in Northgate, Johannesburg, South Africa from 20-22 July 2011. The biannual advanced technology trade exhibition will include live demonstrations, workshops and a business matchmaking programme.



"These sectors have already seen fundamental shifts in recent years and the future is likely to hold additional challenges," says Simon Robinson, Mediatech Africa exhibition director. "That is why it is critical for serious industry players to remain abreast of change. Mediatech Africa enables them to do so, providing a centralised point to view and experience the latest products and technologies."

Showcasing the media production industry

The exhibition will showcase the broadcast, film and production; professional AV, sound, lighting, staging and rigging; DJ and professional music equipment; system integration; animation, new media and web; satellite and signal; computer music and production tools; and musical instrument sectors.

Visitors will be able to pre-register and be matched to relevant exhibitors. Meetings will then be facilitated between interested parties, allowing exhibitors to engage with visitors on a more personal level.

"Previous exhibitions have illustrated that exhibitors experience increased product sales as a direct result of Mediatech Africa. This year we have decided to support this process to an even greater extent by implementing the business matchmaking programme," says Robinson.

Increase in visitors

Mediatech Africa allows exhibitors to reach a broad range of buyers and interested parties, with the last trade exhibition attracting visitors of a high quality - over 50% of whom had authority to purchase. In total, Mediatech Africa 2009 attracted 6 779 visitors, an increase of 2 609 from 2007.

Visitors came from around the world, with a total of 183 foreign visitors, predominantly from sub-Saharan Africa. 62.4% of these visitors operated in the broadcast, film and production industry; 44.3% were from the professional AV, sound, lighting, staging and rigging sector and 36.9% were from the computer music and production tools industry.

"We usually see a good spread of visitors from across industries and varying levels of seniority. The proactive and strategic marketing of the expo, its exhilarating atmosphere and clear structure of the exhibition makes it easy for visitors to find what they are looking for. These factors, coupled with excellent exhibitors, are what make Mediatech Africa such a successful trade exhibition," adds Robinson.

Launched by Thebe Exhibitions and Projects Group in 2001, Mediatech Africa takes place every two years and has grown in status, size and reach.

For more, go to www.mediatech.co.za.

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