Africa's BIG Seven!

Africa's largest food & beverage trade exhibition

SAITEX

The largest trade exhibition for retailers in Africa

POST SHOW REPORT

19 - 21 JUNE 2016 | GALLAGHER CONVENTION CENTRE, JOHANNESBURG, SOUTH AFRICA

652 exhibiting companies

34 exhibiting countries

12,480 professional attendees

72 visiting countries

2 specialised conferences

"What a show! Africa's Big Seven has opened up huge possibilities for us in the catering industry. We also have interacted with potential buyers from Dubai, Namibia and Lesotho.

Marisa da Silva,
Manager, Infanta Foods,
Exhibitor at Africa's Big Seven

SAITEX is an incredible platform for generating interest in our product. We have made contact with at least 13 potential distributors in countries including Lesotho, Nigeria, Botswana and Malawi.

Vani Naicker,
Director, Chopper Technology,
Exhibitor at SAITEX"

Africa's Big Seven and SAITEX are endorsed and supported by:

Joburg a world class African city | JOZI@WORK | South African Airways A Star Alliance Member | Halaal S.A.N.H.A. South African National Halaal Authority | Xanopla Women's Business Group | Commonwealth Business Women Regional partner for Africa

www.africabig7.com | www.saitexafrica.com

81% OF VISITORS DEFINE AFRICA'S BIG SEVEN AND SAITEX AS "MUST ATTEND EVENTS"

REASONS WHY VISITORS ATTEND

55% TO KEEP UP WITH THE LATEST TRENDS

54% TO MEET BUSINESS PARTNERS

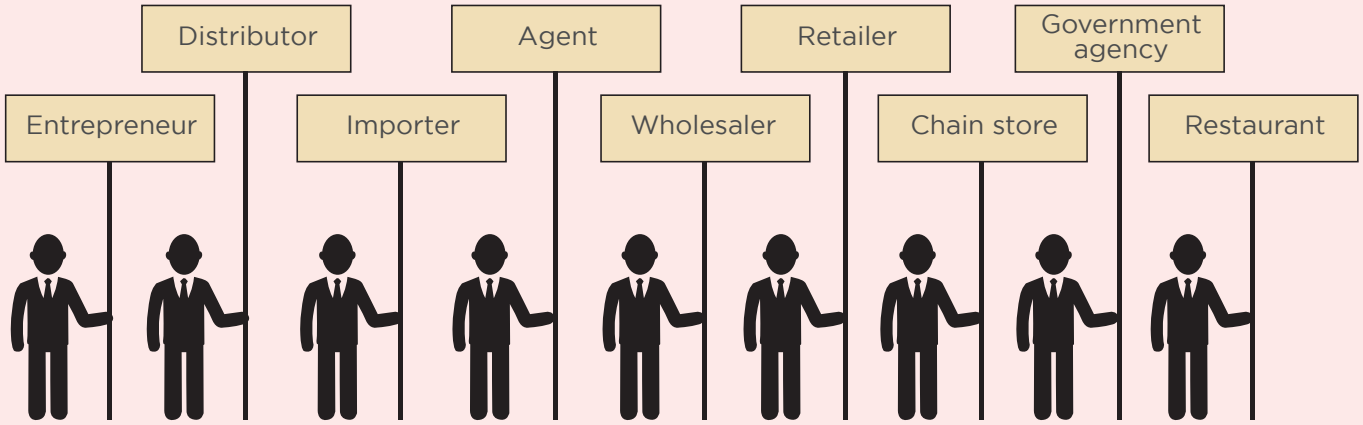
36% TO NETWORK WITH THE INDUSTRY

TOP DECISION MAKERS ATTENDING

72% DIRECT PURCHASING POWER

17% INFLUENCE PURCHASING DECISIONS

VISITORS BY NATURE OF BUSINESS



WHAT THE VISITORS SAID ABOUT THE EVENT

"Africa's Big Seven is an excellent trade exhibition."

Jan Lethoko,
Manager, Future Bakery & Deli

"SAITEX is a very good expo and I will definitely visit again next year."

Donald Taylor,
Owner, Taybro Trading

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A COMPREHENSIVE MARKETING AND PROMOTIONAL CAMPAIGN

2,636,454 AUDIENCE REACH THROUGH ONLINE ADVERTISING

Online advertising uses the internet to deliver promotional marketing messages to reach the targeted audience. Africa's Big Seven and SAITEX had a total of **84 digital marketing touch points** across multiple sites relevant to the target a total audience of **2,636,454 professionals.**

46,702 WEBSITE VISITS

The event website is an essential tool in providing information about the exhibitors and their products. The Africa's Big Seven website attracted **12,041 unique visitors** and generated **23,120 page views.** The SAITEX website was accessed by **14,317 unique visitors** for a total of **23,582 page views.**

72 TRADE PRESS ADVERTS

Africa's Big Seven and SAITEX partnered with **32 trade publications,** who published a total of **72 colour adverts.**

278,875 EMAILS SENT

A prime medium in reaching and registering Africa's Big Seven and SAITEX audience, **278,875 emails** were sent to a database comprising of industry contacts. The database is regularly updated, verified and cleaned by a dedicated team of in-house data builders.

KEY PARTNERSHIPS

A key component of the marketing and promotional campaign is the relationships Africa's Big Seven and SAITEX have developed over the years with trade associations and government bodies. The events were endorsed and supported by the **City of Joburg, South African Airways, Xanopia Women's Business Group** and the **South African National Halaal Authority.**

20,082 SMS INVITATIONS

A personalised invitation to attend the event was sent via SMS to more than **20,000 professionals,** including also a reminder to attend during the three days of the events.

EXHIBITOR MARKETING

A free dedicated marketing resource was offered to exhibitors providing a comprehensive range of services to boost awareness about participation, including personalised direct mail and email invitations to exhibitor client lists, event web banners for exhibitor websites and branded email signatures.

CONTACT US TODAY

TO DISCUSS HOW YOU CAN BENEFIT FROM OUR FREE MARKETING SUPPORT SERVICES AT AFRICA'S BIG SEVEN AND SAITEX

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www.africabig7.com | www.saitexafrica.com

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The largest trade exhibition for retailers in Africa

MEET THE ORGANISERS

45 GLOBAL EVENTS

15 COUNTRIES

250,000 CLIENTS PER YEAR

1.5 MILLION PROFESSIONAL CONTACTS

dmg::ems africa

dmg events, one of the world's leading event companies, has acquired a long established Pan African exhibition organiser Exhibition Management Services Pty Ltd (EMS) – headquartered in Johannesburg, South Africa.

dmg events is a wholly owned subsidiary of the Daily Mail & General Trust plc (DMGT, www.dmgt.com), an international portfolio of digital, information, media and events businesses.

The newly formed company took the name of dmg ems Africa and is now managing a portfolio of five key events for the African industry.

OTHER DMG EMS AFRICA EVENTS INCLUDE:

WAMPEX

OIL & GAS AFRICA 2016

Maritime & Offshore Marine Africa

Logistics

SA INDUSTRY & TECHNOLOGY FAIR 2017 INDUTEC

the hotel show Africa

BOOK YOUR STAND FOR 2017!

Contact us today on

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exhibiting@saitexafrica.com

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