

GENERAL OBSERVATIONS

Information in this Post Show Report was extracted from independent market research conducted at the exhibition by Market Support Associates (MSA). Details were obtained through personal interviews with visitors. The research among visitors was commissioned by the organisers.

- 83% found that a trade exhibition provided more exposure to a broad spectrum of the industry
- 73% said exhibitions assisted them in decision making
- 98% of visitors said they would visit Propak Africa again
- 80% rely on Propak Africa for industry information
- 66% of visitors saw exhibitors whom they intend to deal with in the future

The decision makers were asked by MSA what positive aspects had been derived from visiting the show. The top responses were:

- Cutting edge technology and trends on display
- Ability to source new suppliers
- Could obtain latest industry information and knowledge
- Educational value, specifically product demonstrations
- Availability of a wide variety of exhibitors



EXHIBITOR COMMENTS

Afcom, Therese Bezuidenhout, Marketing Manager, “we made contact with potential customers from all over the country and were able to showcase our complete range which is a perfect opportunity for cross selling”.

Afripack, Tyrone Valler, Sales Manager, the show “met our objectives through the number and quality of visitors and enquiries received”.

APAC Enterprises, John Lloyd, Sales Representative, “it was the busiest show that we have ever been to and the best exposure; we’ll exhibit again.”

Bytes Document Solutions, Sumaya Sathoo, Marketing Coordinator, “our objectives have been met. We have sold approximately two million Rands worth of solutions and generated about three million Rands worth of good leads”.

Eptech, John Binedell, Director, “four machines had been sold off the show with many more leads to follow up.”

Ocean Machines, Gabriel Walravens, Managing Director, “over 250 visitors to our booth with six confirmed orders including the sale of a flow wrapper, multihead weigher and a form-fill-and-seal machine, and over 140 requests for quotations. The show was more than successful for us and we were delighted that our equipment was so well received by the market”.

Syncrom, Wynand Boshoff, CEO, reported selling “24 big machines at the show valued at almost R 85,000 each, as well as a variety of smaller lower value complementing machines, and our experience from the previous show indicates further orders in the months following the show”.



Book Now For
PROPak AFRICA 2013
and Associated Co-locating Shows

12 - 15 March 2013
MTN Expo Centre , Nasrec, Johannesburg

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POST SHOW REPORT 2009 EXHIBITION

20 - 23 OCTOBER 2009
MTN EXPO CENTRE, NASREC,
JOHANNESBURG,
SOUTH AFRICA



THE PACKAGING,
FOOD PROCESSING, PRINTING
PLASTICS & LABELLING EXHIBITION

AN OUTSTANDING EXHIBITION

Being the largest and most successful packaging, food processing, labelling, printing and plastics exhibition held on the African continent, this event skilfully harnessed the synergy and strengths of the various inter-linking industries.

Expanding on the long-established value of the Propak brand and the 2007 success of expanding the exhibition to incorporate Print Expo, Pro-Plas Africa Expo, Pro-Label Africa and Foodpro as separate but co-locating events, buyers from all over Africa, together with a strong international contingent, met suppliers and manufacturers on neutral ground.

A high percentage of the largest, most progressive players in these industry sectors took part, showcasing latest global trends, technology advancements, new products, systems and services, as well as communicating the important role these industries play in the production and marketing of products.

Visitors cited the benefits of visiting as seeing “cutting edge technology and trends on display”, “an ability to source new suppliers”, “able to obtain latest industry information and knowledge”, “great educational value, specifically product demonstrations”, “the availability of a wide variety of exhibitors”, and “an interesting and exciting event”. 27% felt that companies that had not participated had done themselves a disservice.

Exhibitors were delighted at the high calibre of visitors and the high number of machinery and equipment sales off stands, despite the economic downturn. Even though numbers were slightly down on 2007, feedback was phenomenal in terms of quality of visitors. Overall feedback from exhibitors and visitors was extremely positive and gave a strong commendation for the event.



GENERAL INFO

Aggregate number of stands visited - 15
Average number of hours spent at the exhibition - 4

COMPARATIVE STATISTICS

	2009	2007	2004
Visitors	12103	15208	11551
Exhibitors	387	484	306
International Exhibitors	151*	132*	46

* **Country of Origin:** Argentina, Australia, Belgium, Botswana, Brazil, China, Czech Republic, Denmark, Egypt, France, Germany, India, Israel, Italy, Kenya, Korea, Netherlands, Nigeria, Poland, Portugal, Saudi Arabia, Spain, Switzerland, Taiwan, Thailand, Turkey, UAE, United Kingdom, USA, Zimbabwe.

VISITORS

Demographics	2009	2007
Gauteng	83%	80%
Kwa Zulu Natal	6%	6%
Cape (Western & Eastern)	5%	5%
Other SA	3%	4%
International*	3%	5%

* 42 Countries including 18 from Africa. Demographics audited.

VISITOR PURCHASING POWER

62% were decision makers in their companies
38% were specifiers in their companies
12% of visitors placed orders at the show
76% were senior executives in companies



FIRST TIME VISITORS

	2007	2009
First time visitor to the event	66%	54%
More frequent visitor	34%	46%

VISITORS BY JOB DESCRIPTION

	Job Description			
	Total	Packaging	Printing	Plastics
	%	%	%	%
Owner/Managing Director/CEO	39	37	35	46
Sales/Marketing Manager	12	14	7	15
Production Director/Manager	9	9	11	8
General Manager/Packaging/Product Manager	8	11	7	7
Quality Control/IT Specialist	2	2	2	2
Buyer	2	4	2	0
Other	12	11	16	9

Source: Tickets presented at Registration

VISITORS BY ACTIVITY OF ORGANISATION

	Activity of Organisation			
	Total	Packaging	Printing	Plastics
	%	%	%	%
Printing	62	0	62	0
Beverage Manufacturing	10	21	0	10
Plastics	15	4	0	42
Packaging & Converting	10	12	5	13
General Mfg (incl. Auto, Telecom, Chemicals)	4	3	2	7
Chemicals, Cosmetics, Toiletries, Pharmaceuticals	9	24	0	4
Retail & Wholesale	3	4	5	0
Other	16	12	18	18

Source: Tickets presented at Registration

BUSINESS MATCH-MAKING PROGRAMME

A Business Match-Making Programme was introduced at Propak this year providing a value-added service to both exhibitors and visitors. The programme creates a platform where participants can effectively network by viewing, selecting and scheduling meetings before the show and aligns visitors and exhibitors according to their areas of interest. Meeting appointments for during the exhibition are organised and pre-confirmed via the match-making system.

A total of 903 meeting requests were received for this year's event. Invitations for meeting requests included the following sectors: Personal Care (cosmetics, toiletries), Manufacturers, Food & Beverage Processing, Labelling, Packaging, Retailers/Wholesalers, Printing, Plastics, Pharmaceuticals, and Service Providers.

FOLLOW-UP REQUESTED BY VISITORS

Visitors requested follow-up action from exhibitors:

	Follow Up
Packaging	59%
Printing	30%
Plastics	39%
Food Processing	19%
Labelling	16%

Only 26% of visitors did not ask any exhibitor to follow up with them after the event

Conclusion by Market Support Associates:
“...broad-based event continues to grow in strength and contributes positively to the industries it represents. High commendations for the event confirmed...”.