

Media Release

Johannesburg Expo Centre, 18 - 21 March 2009

STAGING TRANSPORT EXPO ALONGSIDE AUTOMECHANIKA SA MAKES COST-EFFECTIVE SENSE

The decision by organisers Dogan Trading to stage the Joburg Transport Expo alongside the inaugural Automechanika South Africa automotive aftermarket trade fair is being hailed by transport industry exhibitors as a very cost-effective promotional opportunity in these times of economic pressures. The events will be co-located at Expo Centre, Nasrec, from March 18-21, 2009.

“We have known for a long time that there was a desire among transport equipment manufacturers and service providers for a dedicated truck and transport trade show, so our format of staging this new exhibition over a period of four days is ideal for their requirements,” explained Joburg Transport Expo show director, Philip Otto.

“However, staging a new, stand-alone truck and transport show without having critical mass among exhibitors could be counter-productive and risky to the future of the event in the current economic climate.

“So we believe we have come up with the ideal way to launch what we intend to make a biennial event for the transport industry by staging it alongside the international Automechanika SA trade fair at Expo Centre next year,” added the show director.

The Joburg Transport Expo has wide-ranging backing from industry bodies, including support from the Institute of Road Transport Engineers (IRTE), SA Vehicle and Body Builders Association (SAVABA), Road Freight Association (RFA), SA Bus Operators’ Association (SABOA), Retail Motor Industry organisation (RMI) and the Federation of East and South African Road Transport Associations (FESARTA)

The world’s premier Automechanika trade fair, held in Frankfurt in September 2008, included a significant number of exhibits and outdoor displays relevant to the trucking and transport industries, so that means by co-locating Automechanika SA and the Joburg Transport Expo many of the exhibitors and service providers will have two bites at the cherry, which makes participation very cost-effective.

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A third, related event that will take place at Expo Centre at the same time as Automechanika SA and the Joburg Transport Expo is the Skills Indaba that is being driven by the Automotive Industry Development Centre (AIDC) and the RMI to encourage people to seek careers in the motor industry and to highlight ways of improving the skills of people already in the industry.

One of the highlights of the other events that will take place during the show period will be a high profile breakfast for members of the trucking and transport industries, to be addressed by highly-respected speakers.

The organisers, Dogan Trading, are very conscious of controlling costs for exhibitors, particularly in these tough financial times, and have come up with a number of very good value "turnkey" packages in terms of providing a display area that needs only products and branding to make a very professional exhibit.

"We are very aware that when the transport industry exhibits at shows that are aimed primarily at the car industry then they have little option but to commission expensive, high end displays, so for this reason we are going all out to make participation in the Joburg Transport Expo affordable and a very worthwhile and cost-effective promotional investment.

Joburg Transport Expo 2009 will reflect changes within the industry and is being developed as a technology based event that will showcase a wide range of products and some of the most innovative solutions in the transport, logistics and materials handling industries.

These are industries that are constantly evolving and this exhibition will enable exhibitors to discuss, face-to-face with customers and potential buyers what they have to offer in a professional business-to-business environment. The exhibition will also showcase the many allied services available to the transport industry.

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Joburg Transport Expo 2009 is strategically timed to tie in with the procurement cycle and positioned to meet the increasing demand created in the transportation, logistics and supply chain sectors by the implementation of the 2010 Transport Action Plan and the World Cup.

“It is essential that we make a big success of the inaugural Joburg Transport Expo so we can grow it going forward into a stand-alone exhibition and I believe staging it alongside the international Automechanika brand will be an ideal catalyst to ensure it is a worthwhile event for all involved,” added Philip Otto.

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