

Western Cape Industries Showcase Redefines Local Exhibitions

Africa is now definitely a destination of choice for overseas companies looking for business opportunities in new, growing markets. Seeking to take advantage of this trend, and at the same time introducing new technologies into the country, long established (1981) South African organisers, Exhibition Management Services (EMS) have repositioned some of their existing Cape-based exhibitions to facilitate easy access into the Western Cape's major industries.

Under the banner of "Cape Industries Showcase" (CIS), four events have been co-located to take place at the Cape Town International Convention Centre from July 2 – 4 2014.

CIS Line-up

"We have massively expanded the scope of our 16 year old "Fish Africa" exhibition to now include workboats and a whole range of other maritime and offshore activities in addition to our previous fishing industry only focus" says John Thomson of EMS. "This now meshes perfectly with our 12 year old "Oil and Gas Africa" event with a significant convergence of suppliers to these industries".

These two events will be supplemented by a refrigeration exhibition – RAC Africa. With the Western Cape having the largest concentration of cold rooms and refrigeration facilities on the continent, all serving the fishing and other chilled and frozen export industries, this expo also addresses another major Western Cape industry.

The 4th leg of CIS is "Empowertec Cape" a small business showcase designed to introduce small businesses into the supply chains of the other three industry sectors showcased.

Maritime & Offshore Marine Africa exhibition (MOMA) Charts New Waters

MOMA's focus this year is to host companies and businesses exhibiting every conceivable maritime product and service, including ship building, refurbishing and repairs, marine engineering, offshore mining, maritime shipping and logistics, fishing and work boats.

A key player in Africa's maritime expansion is the African Shipowners' Association

(ASOA) which is throwing its weight behind MOMA this year. ASOA's long-term vision of establishing a truly pan-African fleet is sure to find firm anchorage at CIS 2014. "ASOA's endorsement of MOMA show brings a new dynamic to the interlinked relationships that fishing fleets, shipping fleets and offshore industries have with each other," says Thomson.

Oil and Gas Africa anticipates Record Attendance

Oil and Gas Africa 2014 is the ultimate showcase for the continent's growing oil and gas industries. It brings together all leading players and industry stakeholders from across the continent. The previous editions have attracted a total of 12 000 delegates from 34 countries. However, with Africa's growing importance as a crude oil and gas supplier, this year's event plays a far more important role.

Strategic New Maintenance Hub

The Saldanha Industrial Development Zone (IDZ), launched in October 2013, now positions the Western Cape as a strategic new oil and gas hub in Africa. It provides an additional incentive for companies to explore opportunities at this year's Cape Industries Showcase exhibition, and will boost the economy significantly. "With the increasing number of oil rigs requiring maintenance and support traffic flow between the west and east coasts of Africa, the Saldanha IDZ is ideally located as a service, maintenance, fabrication and supply hub for the booming African oil and gas sector," says Thomson. "Over the next 25 years, the Saldanha Bay IDZ is expected to add 86% to the gross geographic product, create about 11 975 direct, indirect and induced jobs, and attract R9.3-billion in foreign direct investment. It will also generate around R62-billion in foreign exchange."

Refrigeration and Air-conditioning – Big Chill on the Hot Continent

RAC Africa, positioned as the continent's international refrigeration and air conditioning exhibition is an effective interface between the region's buyers, importers, agents and distributors.

There has been significant international interest in the show. "China has already booked a pavilion at RAC Africa as has Turkey, other stands are currently being finalised with suppliers from Hong Kong, Thailand, India and Germany," comments Thomson.

For More Information

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