

Specialised Exhibitions Montgomery on acquisition trail

With the impact of the global economic challenges and an explosion of technology and digital media, there are some that question the on-going value and importance of exhibitions and face-to-face marketing. Exhibitor feedback and research surveys suggest otherwise, highlighting that exhibitions remain a powerful medium to source new customers, engage with existing customers, build brand awareness, launch new products and generate sales and sales leads.

Specialised Exhibitions Montgomery corroborates this view with evidence that its broad portfolio of exhibitions continues to deliver a good return on investment for exhibitors and provide world-class events for visitors keen to see the latest in products, services, technologies and trends.

“As a locally registered business, we have been organising industrial trade shows since 1968 and offer South Africa’s largest portfolio of exhibitions servicing business to business sectors of the South African economy,” says Gary Corin, Managing Director, Specialised Exhibitions Montgomery. “We are growing our brands regionally across Gauteng, KwaZulu-Natal and the Western and Eastern Cape, whilst also increasing our African footprint. This strong growth has been supported with the expansion of co-located conferences, content-rich free-to-attend seminars and other industry related initiatives. We have always been open to new business opportunities and that has been part of our success.”

Specialised Exhibitions Montgomery is a member of the prestigious Montgomery Group, one of the most widely respected exhibition companies in the world with trade shows, consumer shows and specialist projects currently spanning Europe, the Middle East, Africa and Asia. The acquisition of Exhibitions for Africa (EFA) in late 2007 by Specialised Exhibitions Pty Ltd, created a major force in the B2B trade exhibition market in Southern Africa. Both companies had built extremely strong company brands with equally strong partner brand identification within their exhibition portfolios but the acquisition was effected professionally to the benefit of all parties.

“Since the 2007 acquisition of EFA we have continued to put all the right building blocks in place and Specialised Exhibitions Montgomery is now ready to further grow its portfolio of events,” explains Corin. “We are inviting companies looking for partners in the trade show space to get in touch and start a conversation with us, including those potentially looking at selling their trade shows.”

Specialised Exhibitions Montgomery's current portfolio of trade shows includes Electra Mining Africa, Interbuild Africa, Electra Mining Botswana, KZN Industrial, Propak Africa, Propak Cape, Securex South Africa, A-OSH Expo Africa, Food and Hospitality Africa and Markex.

"The growing interest in the African market positions already-established local exhibitions to be used as a springboard into the rest of the continent for international brands that may not as yet have a presence in the region. There are significant prospects for growth and we look forward to partnering with likeminded organisations in taking this opportunity forward."

The Specialised Exhibitions Montgomery brand is "synonymous with integrity and professionalism; a company that aspires to the highest possible service standards, with a focus on customer care," says Corin. Always striving for excellence, Specialised Exhibitions Montgomery was recognised earlier this year as 'Best Organiser' in the annual PMR.africa Leaders and Achievers Awards and received the Diamond Arrow Award. Electra Mining Africa also got the top award for the best trade show (6,000sqm+).

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