

PRESS RELEASE – FOR IMMEDIATE RELEASE

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**Save the date for KITE 2017 – KZN's leading industrial exhibition**

KZN Industrial Technology Exhibition (KITE) 2017, will be held once again at the Durban Exhibition Centre, from 25 to 28 July, and promises to bring high calibre visitors focused on sourcing new technology and services. With 2015 attendance figures showing that 97% of visitors were from KwaZulu-Natal, the exhibition provides an extremely targeted marketing opportunity for local companies.

Now in its 35<sup>th</sup> year, this leading industry trade exhibition has grown in both size and renown both in KwaZulu-Natal and across southern Africa. Evidence that KITE is a popular choice amongst discerning industry professionals is the feedback received from the high calibre visitor base and previous exhibitors. According to Mahendra Gangai of MAGNET: "The show has provided a great foundation for us to showcase our diverse range of products and skills that we have on offer. It is a good foundation for networking."

KITE is not only a portal for industry-leading technology and services, but is also a platform for knowledge sharing. This is evidenced in both the on-stand interactions between exhibitors and visitors but similarly in the free-to-attend seminar theatre sessions, which have proved to be a huge drawcard for visitors keen on learning about the latest technology, trends and legislation.

"We are thrilled that we will be launching an Industrial Indaba in 2017 to run alongside the existing trade show. This is the culmination of our ongoing relationships with government, associations and industry partners, and we feel that KITE 2017 is the perfect launch pad for the Industrial Indaba," says Charlene Hefer, KITE Portfolio Director at Specialised Exhibitions.

Another new feature for KITE 2017 is the inclusion of a Propak Africa Pavilion. This premier tri-annual exhibition is Africa's largest showcase of packaging, food processing and labelling technology and services which clearly complements the exhibitor offerings at KITE. "Including the Propak Pavilion was a natural evolution for the KITE exhibition as there is a fair amount of synergy and overlap between the two exhibitions. We have conducted extensive research and this is clearly an initiative that wins favour with both our current exhibitors and our visitor base in KZN. In addition, it provides the Propak exhibitors with an increased footprint opportunity in the KZN region," says Hefer.

“Exhibitors at KITE 2017 will not only benefit from the ability to expand their potential customer database at the exhibition, but will also be able to leverage the marketing programme instituted by Specialised Exhibitions. This targeted horizontal and vertical marketing initiative provides extended brand exposure for exhibitors in the run-up to show, during the show and after the event has taken place,” says Hefer.

The 2015 edition of KITE hosted 110 exhibitors from a spectrum of industries. The event provided its 5 156 visitors with an unrivalled opportunity to interact with the leading manufacturers and suppliers of high quality brands.

Boasting a visitor profile that focuses predominantly on senior management (32%) and technical/engineering specialists (41%), the exhibition clearly draws in relevant target markets. Demographics indicate that 31% of visitors were in the manufacturing sector while 27% were involved in engineering.

KITE continues to bring visitors the latest products, services and trends across a number of industry sectors, including construction equipment and material; electronic components, energy solutions; environmental solutions; heavy machinery; hygiene products and services; industrial equipment and components; IT and telecommunications manufacturing equipment; materials handling; monitoring, process control and sensors; security equipment; workwear and protective equipment; plant and facility equipment; safety equipment and machinery; tools; and industrial services.

To book a stand or discuss a sponsorship package, contact Loftie Eaton or Mark Anderson on +27 41 585 8274 or +27 10 003 3063 or email [loftiee@specialised.com](mailto:loftiee@specialised.com) or [marka@specialised.com](mailto:marka@specialised.com). For more information on KITE 2017, visit the website at [www.kznindustrial.co.za](http://www.kznindustrial.co.za).

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