

PRESS RELEASE – FOR IMMEDIATE RELEASE

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**KITE 2017 – driving increased manufacturing industry turnover**

In his 2016 Budget Speech, Finance Minister Pravin Gordhan announced that spending programmes over the next three years include R10.2 billion for manufacturing development incentives. This bodes extremely well for local industry and is indicative of the great potential that resides in this critical sector.

In addition, the goals proposed by the Manufacturing Circle are instituted, the industry will see a sustainable growth spurt. Some of the plans to rejuvenate the manufacturing industry in South Africa include offering a business environment that attracts investment in manufacturing and nurtures existing manufacturing companies; promoting South Africa as the gateway manufacturing destination for exports to sub-Saharan Africa while South African manufacturers will compete domestically on an equal footing with imports; South Africa becoming a competitive beneficiary of its own resources; and promoting South African manufactured products as preferred by South Africans with a concomitant recognised excellent reputation around the world.

“This is welcome news for the industry and underpins what a common goal we have with the KwaZulu-Natal Industrial Technology Exhibition (KITE). We regard KITE not only a portal for industry-leading technology and services, and as a platform for knowledge sharing, but also as a driver for innovative thinking and industry stimulation. We constantly seek new ways of promoting the industry and increasing brand awareness for our exhibitors through new features and a strategic marketing plan. An example is the inclusion of a Propak Africa Pavilion,” says Charlene Hefer, KwaZulu-Natal Industrial Technology Exhibition (KITE) Portfolio Director at Specialised Exhibitions.

Propak is Africa’s largest showcase of packaging, food processing and labelling technology and services. “As such, there is a clear symbiosis between the technology and service offerings of both exhibitions as well as providing exhibitors with the opportunity to increase their footprint in the KZN region. This is one of a number of new visitor features we have planned for KITE 2017,” says Hefer.

Hefer says that KITE 2017, being held once again at the Durban Exhibition Centre, from 26 to 28 July 2017, promises to bring high calibre visitors focused on sourcing new technology and services. “We recognise that local manufacturing operations in KZN need a platform that allows them to interact with targeted visitors over a concentrated period of time. The exhibition seeks to assist in promoting growth in the industrial manufacturing industry by stimulating the interest of potential clients.”

She explains that exhibitors will benefit in a number of ways by having a presence at KITE 2017. "The event allows exhibitors to meet with existing clients, to network with industry peers, to introduce new technologies and services to a number of horizontal and vertical market sectors, to share their knowledge and expertise, and to increase their database of potential clients."

KITE is the leading exhibition of its kind in the region and offers visitors up to date information on 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.

"We are excited about the knock-on effect that manufacturing has in South Africa. For example, the manufacturing sector in South Africa employs around 1.7 million people, with manufacturing output accounting for 15% of GDP. In addition, for every R1 invested in manufacturing there is R1.13 of value addition to the SA economy, and manufacturing is among the top three multiplier sectors in terms of value addition, job creation, export earnings and revenue generation for every R1 invested." (Source: The Manufacturing Circle [www.manufacturingcircle.co.za](http://www.manufacturingcircle.co.za))

To book a stand or discuss a sponsorship package at KITE, 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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