PRESS RELEASE – FOR IMMEDIATE RELEASE

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**KITE 2017 provides a comprehensive portal for industrial technology solutions**

The KwaZulu-Natal Industrial Technology Exhibition (KITE), held between 26 and 28 July 2017 at the Durban Exhibition Centre, once again proved that it is undoubtedly the only place in KwaZulu-Natal to source and experience a comprehensive variety of industrial technology solutions under one roof.

With a total overall attendance of 4 470 of the country’s industry professionals (97% from KwaZulu-Natal), KITE 2017 was lauded as the definitive interactive industrial technology equipment showcase.

“With an average of 1 289 visitors per day in 2015, compared to the daily average of 1 490 this year, all three days of the exhibition were extremely busy. The 150-plus exhibitors (up 30 exhibitors from 2015) welcomed visitors from across a number of industries and interestingly, 55% of all visitors had never attended KITE previously,” says John Sterley, Portfolio Director at Specialised Exhibitions.

Feedback from the visitors clearly indicated their satisfaction for the wide selection of technology available. Kosheek Surajpal – Hulamin, says: “We run a very large plant and because we are responsible for general maintenance, we need a variety of equipment. I am a regular visitor to KITE and find the show very informative. We found lots of new equipment and amassed a lot of valuable information.”

Avishkar Madhan – Avi M Consulting, adds: “I have attended the last four KITE events and in all instances I found products that suit the company’s needs. This year I was looking for mechanical fluid control and flow technology such as pumps, valves and accessories. There is a very good coverage of a number of the sectors we operate in, such as mining, sugar and general industry. We found a number of new suppliers who we will be ordering from in the coming months. What makes this so valuable is that they all have a local stockholding and supply capacity and capability.”

Similarly, exhibitors at the event were enthusiastic about the calibre of visitors in terms of procurement decision making capabilities. Jo van Aulock – Schneider, says: “We were previous exhibitors at KITE and returned after an absence of about six years and the show has exceeded our expectations in terms of visitor quality and general organisation. We used this opportunity to introduce our packaged industrial solutions – known as our Industrial Ecostructure – to the market and we have had a really good response. This is the perfect branding opportunity for us in KZN.”

Graeme Cox – Omron, says: “Omron returned to KITE after an absence of a few years. We have realised the potential of the show and the great value in the target market it attracts. We had lost contact with a number of previous customers and have used our presence at KITE to reconnect with them on a very positive level. We were definitely able to interact with the right people and we have had a great response to our customised integrated network capabilities solutions. Our Johannesburg team were pleasantly surprised at how vibrant and large the KZN market is.”

“We added a Propak Africa Pavilion to the 2017 event and this was very well received by the visitors. We have developed a great mix of visitor attractions and the free-to-attend SAIMechE Seminar Theatre, the MESA (Manufacturing Enterprise Solutions Association) special interest group and the Lifting Equipment Association of South Africa (LEEASA) conference were all extremely well attended. Such was the response to the MESA special interest group that the organisation has expressed an interest in presenting a special interest group at the 2019 event,” Sterley points out.

To book a stand at KITE 2019 or to find out more information about the exhibition visit the website at [www.kznindustrial.co.za](http://www.kznindustrial.co.za).

Use our social media platforms on Facebook, Twitter #KITE2019, Instagram.

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NOTE TO EDITORS: Photographs have been placed in a Dropbox folder. Link available on request

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