

PRESS RELEASE – FOR IMMEDIATE RELEASE

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Diarise KITE 2019 – Driving the Fourth Industrial Revolution

KwaZulu-Natal's top manufacturing and industrial technology companies will once again have the opportunity to showcase their products and services to a captive audience at the KwaZulu-Natal Industrial Technology Exhibition (KITE). Being held between 24 and 26 July 2019 at the Durban Exhibition Centre, the exhibition provides exhibitors with direct access to the region's top decision makers.

According to a report issued by the Industrial Development Corporation (IDC) in November 2017: "Having been in recession for quite some time, the manufacturing sector posted positive growth in the 2nd quarter of 2017 and the encouraging rebound continued in July and August." This uplifting news, together with the positive impact the Fourth Industrial Revolution (FIR) is having on the future of manufacturing, bode well for a positive growth trajectory in the sector.

A large component of the FIR is advanced manufacturing. "Industry has already experienced a growing wave of development in 3D printing, laser welding and advanced joining, as displayed by a number of exhibitors at KITE 2017. We expect to see additional technologies and solutions coming to the fore at next year's exhibition, making this the ideal platform for South African industrial technology companies to demonstrate their capabilities," says Nick Sarnadas, portfolio director at Specialised Exhibitions Montgomery.

Sarnadas says that 80% of attendees at KITE 2017 made or influence purchasing decisions and over half of the visitors had not attended the event before. "This means that exhibitors have a perfect opportunity to influence receptive buyers in a non-invasive manner. Research shows that the selling time cycle is dramatically reduced at trade shows, thereby allowing exhibitors to effortlessly increase their customer footprint, while at the same time introducing new technologies and solutions to their current customers."

To book a stand at KITE 2019 or to find out more information about the exhibition visit the website at www.kznindustrial.co.za.

Engage with us on social media using the show hashtag #KITE2019.

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