

Africa Automation Fair 2019 wraps up with strong growth

Key event reflects SA's growing interest in IIoT/4IR

Africa Automation Fair, the key networking platform for the Industrial Automation and Smart Control Industry, ended on a high note at the Ticketpro Dome in Johannesburg last week, with an 11% increase in exhibitors and 5% increase in visitors, a range of highly successful new features, and plans for expansion in 2021.

The biennial event, presented by Reed Exhibitions, showcases industrial automation and smart control innovations, alongside a high-level industry conference focused on the Fourth Industrial Revolution (4IR). This year, Africa Automation Fair featured two co-located conferences – the Connected Industries Conference, and the 2nd African Operations Management Conference presented by UNISA and supported by the National Research Foundation. In addition, the event offered a three-day line-up of free workshops on crucial aspects of digital transformation, Industry 4.0 and research and technology.

Marius Smit, General Manager Technology & Business Events at Reed Exhibitions says Africa Automation Fair 2019 surpassed all expectations and firmly positioned itself as the leading Industrial Automation and Smart Control Technologies event in Africa. The event attracted over 4500 visitors and 131 exhibitors from 7 countries including Australia, China, Germany, South Africa, South Korea, Switzerland and Taiwan; who showcased their products and across a total exhibition area of 5,500 square meters.

“We believe this growth is indicative of growing interest from South African manufacturers in IIoT/4IR technologies that will enable them to operate more efficiently and become more competitive in the global arena. There is also strong interest from international vendors in entering the African market,” says Smit.

In line with this increasing interest in IIoT/4IR solutions, the Africa Automation Fair portfolio will now be further expanded with the addition of more product categories to deliver a bigger and better experience in 2021.