

Why Exhibit?

PtSA Members often ask the questions:

1. *'What Trade shows will get the best results?'*
2. *'What is the benefit of exhibiting at a Trade Show?'* and
3. *Why exhibit at the All Africa Expo?*

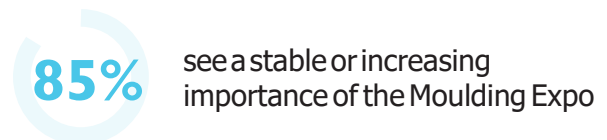
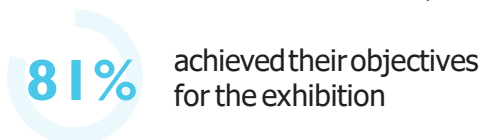
The answer to the first question lies in the focus. The focus of the exhibition must be aligned to the product or service you intend to exhibit.

The **All Africa Expo** in support of **ISTMA World 2023 Conference** is built on three pillars.

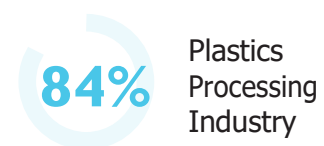
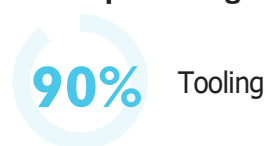
1. African Manufacturing Excellence
2. Tooling Industry Support to the Manufacturing Industry
3. Machine Tool Support to both Toolmaking and Manufacture

The answer to the second question requires statistical history for previous (TDM) specific exhibitions in South Africa and the All Africa Expo will be the first of its kind. However, we have established a partnering relationship with Messe Stuttgart (ISTMA World Global Partner) who have made available the statistics for the last Moulding Expo (pre-Covid) which has a similar ethos:

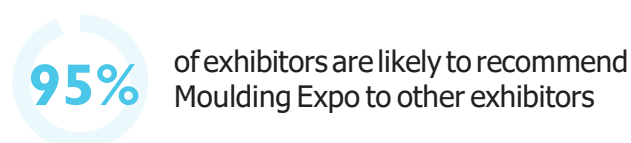
- **Achievement of Exhibitor Objectives:**



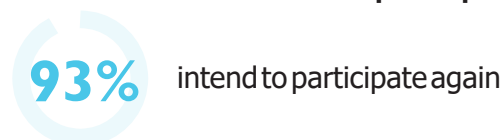
- **The percentage of the target groups reached by the Expo:**



- **Would the exhibitors recommend the Moulding Expo:**



- **Intention of exhibitor to participate again:**



Full report: www.messe-stuttgart.de/moulding-expo

The answer to the third question is based on the excellent opportunity that the All Africa Expo will offer for exhibitors to gain exposure for their products and services to South African, African and global markets.

The event is being widely advertised and promoted locally and internationally, and visitors are expected from the 22 ISTMA member countries from Europe, Asia and the Americas, as well as from a number of African countries and a large number of South African manufacturing companies and agencies.

Those that are expected to attend include:

- Business owners
- Business managers
- Production managers
- Procurement managers
- Design engineers
- Technical training institutions
- R&D personnel
- Technical staff

Prior to the event, exhibitors are being promoted via the official website www.sbs.co.za/istma2023, as well as via the bi-monthly PtSA Newsletter and in the official All Africa Expo ISTMA 2023 booklet.

PtSA Management
25 May 2023