

GENERAL OBSERVATIONS

Information in this Post Show Report was extracted from independent market research conducted at the exhibition by Market Support Associates (MSA). Details were obtained through personal interviews with visitors. The research among visitors was commissioned by the organisers.

- 90% of visitors were senior executives within their companies
- 83% found that a trade exhibition provided more exposure to a broad spectrum of the industry
- 78% said the show definitely assisted them in their major decision making requirements
- 66% of visitors were attending for the first time and had specific requirements/projects in mind, which made them attend
- 50% were directors in their companies
- 31% of visitors never see representatives from the companies exhibiting
- 20% of decision makers see representatives from exhibiting companies frequently or very often

The decision makers were asked by MSA what positive aspects had been derived from visiting the show. The top responses were:

- A large variety of products under one roof
- Cutting edge technology and trends on display
- Enlightening information to assist in decision making
- Good networking by meeting many suppliers new and old
- Ability to compare products and pricing
- Cannot usually physically access so many suppliers
- Obtaining quality information from senior persons
- Convenience - attending a show saves time and saves going to overseas shows

EXHIBITOR COMMENTS

Afcom, Therese Bezuidenhout, Marketing Manager
 "We view all visitors as potential customers and Propak Africa gave us the opportunity to cross sell our product range and identify new leads from those new customers. We were very busy and there were good quality visitors attending."

Alternative Coding Solutions, Naeem Patel, Director
 "Being a relative new supplier we needed additional exposure, which we have achieved through exhibiting at Propak Africa. We have received a lot of interest from visitors, now potential customers."

Beswick Machinery, Bruce Beswick, Director
 "Good stands by major suppliers attracted a lot of quality visitors to Print Expo 2007. We met existing and new customers and sales were made from our stand."

Eptech, John Binedell, Director
 "The show brings our customers to us and gives us the opportunity of showcasing a lot of equipment. Propak Africa definitely works for us. This was our best show ever."

Ultrapack/Crystal Power, Mark Smith, Director
 "Being manufacturers of plastic bottles, and caps we attracted over 140 top quality visitors with 75 enquiries expected to generate roughly R250 000 per month of additional business. This is the industry's leading show and is well worth the money, providing you don't go crazy building a stand."



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PROPAK AFRICA 2009
 and Associated Co-locating Shows
 20-23 October 2009
 Expo Centre, Nasrec, Johannesburg

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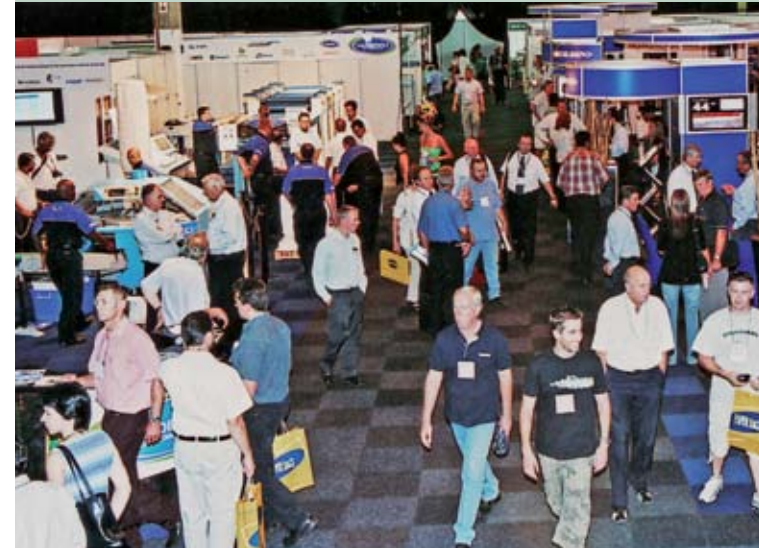


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POST SHOW REPORT
 13 - 16 MARCH 2007
 EXPO CENTRE, NASREC



THE PACKAGING, FOOD PROCESSING, LABELING, PRINTING & PLASTICS EXHIBITION

AN OUTSTANDING EXHIBITION

The largest and most successful packaging, printing, plastics, labeling & food processing exhibition ever to be held on the African continent skilfully harnessed the synergy and strengths of these inter-dependent industries.

Utilising the established value of the Propak brand, the exhibition was expanded, incorporating Print Expo and Pro-Plas Africa as separate but co-locating events. Buyers from Cape to Cairo met suppliers and manufacturers on neutral ground.

A high percentage of the largest, most progressive players in these industry sectors took part showcasing latest global trends, advancements in technology, product and systems development, market updates and communicating the important role that these industries play in the production and marketing of products.

In 2007, the audience increased to **15208*** from 11551 in 2004 (32%). Visitors cited the benefits of visiting as “good networking opportunity”, “meeting new suppliers”, “comparing products under one roof”, and “an enlightening and educating event”. 93% felt that companies that had not participated had done themselves a disservice.

The overall feedback from exhibitors and visitors indicated the event as unparalleled and exceptional.

* ABC Audited

COMPARATIVE STATISTICS

	2007	2004	2001
Visitors	15208	11551	7631
Exhibitors	484	306	210
International Exhibitors	132*	46	35

* **Country of Origin:** Australia, Belgium, Botswana, Brazil, China, Czech Republic, France, Germany, Israel, Italy, Kenya, Korea, Netherlands, Nigeria, Spain, Taiwan, Thailand, United Kingdom, Zimbabwe.

VISITORS

Demographics	2007	2004
Gauteng	80%	82%
Kwa Zulu Natal	6%	5%
Cape (Western & Eastern)	5%	5%
Other SA	4%	5%
International*	5%	3%

* 39 Countries including 18 from Africa. Demographics ABC audited.

VISITORS BY JOB DESCRIPTION

	Total	Packaging	Printing	Plastics
	%	%	%	%
Owner/Managing Director	40	38	44	43
Sales/Marketing Manager	13	13	11	13
Production/Works Director/Manager	11	9	10	14
Supervisor/Engineer/Technician	10	12	8	9
General Manager/Project/Product Manager	9	8	11	8
Packaging Manager	3	5	0	0
Quality Control/IT Specialist	3	3	3	3
Printer	2	2	5	0
Advertising/Design Exec	1	2	0	0
Other	8	8	8	10

Source: Ticket presented at Registration

VISITORS BY ACTIVITY OF ORGANISATION

	Total	Packaging	Printing	Plastics
	%	%	%	%
Printing	20	10	67	0
Beverage Manufacturing	19	28	0	8
Plastics Converting & Manufacturing	18	14	0	58
Packaging & Converting	13	15	9	9
General Mnfng (incl. Auto, Telecom, Chemicals)	11	11	7	14
Cosmetics, Toiletries, Pharmaceuticals	5	7	0	2
Retail & Wholesale	5	6	5	0
Advertising & Design	2	3	4	0
Other	7	6	8	9

Source: Ticket presented at Registration

VISITORS PURCHASING POWER

83% were decision makers in their companies

65% of decision makers made decisions at the show to purchase within 6-12 months

63% of decision makers had Capex and Consumables buying power

PRIMARY SECTOR OF INTEREST

Propak Africa	34%
Print Expo	33%
Pro-Plas Africa	16%
All three exhibitions	17%

PRODUCT INTEREST

	Machinery & Equipment	Consumables & Supplies
Packaging	43%	32%
Printing	40%	31%
Plastics	27%	15%
Food Processing	23%	8%
Labeling	20%	10%

FOLLOW-UP REQUESTS BY VISITORS

Visitors requested follow-up action from exhibitors:

	Follow Up
Packaging	56%
Printing	38%
Plastics	35%
Labeling	22%
Processing	17%

GENERAL INFO

Aggregate of stands visited - 32
Average of 3 hours spent at the exhibition

Conclusion by Market Support Associates:
“This was a very successful event - in fact, the best Propak Africa group of shows ever”.