



SOUTH
AFRICAN

AUTOMOTIVE WEEK

13 - 17 OCTOBER

2014

GLOBAL
OPPORTUNITIES
AT THE
GATEWAY
TO AFRICA'S
AUTOMOTIVE
INDUSTRY

- Trade Show
- Match Making Meetings
- Conferences
- Site Tours
- Networking
- Gala Awards Dinner

GALLAGHER CONVENTION CENTRE • MIDRAND
JOHANNESBURG • GAUTENG PROVINCE • SOUTH AFRICA

AFRICA'S PREMIER AUTOMOTIVE MANUFACTURING TRADE SHOW

JOIN DECISION MAKERS, INTERNATIONAL DELEGATIONS AND THE CONTINENT'S
LEADING MANUFACTURERS AT SOUTH AFRICA'S PREMIER EVENT FOR THE AUTOMOTIVE
AND RELATED SERVICES SECTOR

HOSTED BY:



Supplier Park Development Company SOC Ltd t/a

Automotive Industry Development Centre

Your partner in becoming globally competitive



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OVERVIEW

South African Automotive Week is the only automotive event in South Africa and one of a few on the continent that focuses on component manufacturing and the opportunities for trade in the manufacturing and down and up-stream sectors.

- Held every two years, South African Automotive Week, is the continent's showcase for manufacturers of all vehicle components.
- A key feature is the unprecedented level of participation from policy makers, government agencies, industry associations and manufacturers.
- Business Activities of The Week:
 - Tradeshow > 10 000 sqm
 - Online and personal match making programme , free to exhibitors
 - Conferences/workshops/seminars
 - Site Tours
 - Gala industry Awards Function
 - Networking
 - Visitors Catalogue Listing and Profile free to exhibitor
 - Advertising opportunity

WHY PARTICIPATE?

- We provide a hand-holding itinerary for foreign visitors/exhibitors from the time of arrival at airport to return.
- Explore South Africa as a base for entry into the African continent.
- Join new and established brands in displaying your product to a focused Automotive related manufacturing target market with a large South African media contingent.
- Develop your brand nationally & Internationally.
- Establish partnerships and deals with businesses on the continent.
- Network with key role-players with significant purchasing power in the automotive sector.
- Gain first-hand knowledge, information and analysis of the South African industry as well as trends and globally bench-marked manufacturing standards, processes and innovations.

FACT SHEET

- Endorsed by national government, provincial government and local government.
- Fully endorsed by South African Automotive Industry Associations as a "preferred and recommended" trade show.
- 2014 Venue is Gallagher Convention Centre in Gauteng (Johannesburg/Pretoria).
- Gauteng is the most powerful economic region in Africa.
- We will assist you to benefit from Trade Show, Conference, Site Tours, Match-making meetings and include some leisure such as game viewing and golfing.
- The Trade Show part of South African Automotive Week caters for 350 exhibitors.
- Most exhibitors are South African. There is a growing international participation from Africa, the East, Europe and the United States.

ADVERTISING

- Advertise in the official South African Automotive Week Catalogue.

EXHIBITOR PROFILE

- Component Manufacturers
- Aftermarket components and accessories
- Material Suppliers (plastic, rubber, metal, liquids, gas etc)
- Tool makers
- Industrial Machinery, welders, stampers, shakers, moulds, belts etc
- Engineering Works
- Production Lines
- Robotics
- OEMs
- Logistics Service Providers
- Shipping Companies
- Packaging
- Energy Efficiency Products/Services
- Alternate fuels and clean energy.
- Support Agencies
- Financiers
- ICT and software companies
- Human Resource service providers (trainers, recruitment, staff management etc)
- IDZs and Supplier Parks
- Incubators
- Business Development Agencies
- Country Pavilions
- Provincial Hubs and Clusters
- Infrastructural hubs, Ports, Transport Corridors
- Port Services and Maritime
- Related services, waste mgt, security etc

SOUTH AFRICAN AUTOMOTIVE WEEK ENDORSEMENTS



The South African government considers the automotive industry as a priority sector in the economy. Its long-term strategy is to widen and deepen the automotive industry with the ultimate aim of reaching total production volumes of 1.2 million vehicles per annum, by 2020. As such, the government continues to deliver a policy framework that is aimed at making South Africa an attractive destination for the manufacture and export of motor vehicles into Africa and the rest of the world.

Barlow Manilat: Chief Executive Officer (AIDC)



NAACAM has endorsed and is fully behind South African Automotive Week, understanding the significant audited benefits to South Africa's automotive component industry. To this end NAACAM has recommended its members to participate.

Robert Houdeit: Executive Director, National Association of Automotive Component & Allied Manufacturers (NAACAM)



SAAW's unique focus on component manufacturing differentiates it from any other event on the continent. SAAW represents one of the most significant economic growth opportunities for the industry.

Secure contact into the most powerful international networks available greatly increases the potential for success of South African Automotive Week.

Alfred da Costa: Chair of the SAAW Working Group Committee, Director of numerous component manufacturers



The success of South Africa's automotive industry is largely influenced by the quality of the supply chain & its component suppliers. It is NAAMSA's belief that SAAW will make a significant contribution to the development of the supply chain with respect to skills development, access to new markets, technology and supply sources.

Norman Lamprecht: Director, National Association of Automotive Manufacturers of South Africa (NAAMSA)



The Retail Motor Industry is thrilled at the prospects presented for members at SAAW. The RMI not only endorses but strongly recommends participation as an exhibitor or as a conference delegate or visitor that may wish to participate in matchmaking and networking opportunities.

Jakkie Olivier: Managing Director, Retail Motor Industry Group (RMI)



The South African government actively supports growth for the sector and trade through South African Automotive Week. The DTI has set aside budget to subsidise travel costs of eligible international trade visitors.

Mkhululi Mlala: Director, Automotive Sector, Enterprise & Industry Development Division, South African Department of Trade & Industry (the dti)

INTERNATIONAL CONTACTS FOR THE SOUTH AFRICAN AUTOMOTIVE WEEK

FAR EAST



SEETIANG KOH
Natural Events (M) Sdn Bhd
Asia Pacific Marketing Office

GERMANY, AUSTRIA & SWITZERLAND



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AVV - Afrika-Verein Business Events

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CHINA



ZHU SHUHAI (HARRY)
Director
Trade Development Bureau
Ministry of Commerce

AUSTRALIA



RICHARD REILLY
Chief Executive
FAMP (Federation of Automotive Products Manufacturers)

INDIA



MONIKA HANDA
ACMA (Automotive Component Manufacturers Association of India)

PHILIPPINES



ROLLAND SANCHEZ
Leverage International (Consultants) Inc.

TURKEY, RUSSIA, MIDDLE EAST, & EASTERN EUROPE



OZLEM KARA
Partmakers International Business Network

LATIN AMERICA



MARIA EUGENIA MARQUEZ JIMENEZ
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ROLAND SIPOS
Foreign Relations Manager

Visit the South African Automotive Week website, for contact information of the South African Automotive Week International Representatives.

www.saaw.co.za

FACILITATORS OF SOUTH AFRICAN AUTOMOTIVE WEEK



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