

Space rapidly selling out for Markex 2008

With six months to go before Markex and World of Events 2008, this show for the South African marketing and promotions industry is already 62% sold out.

Markex is organised by Exhibitions for Africa (EFA), a division of Specialised Exhibitions. The recent purchase of EFA by Specialised Exhibitions, a subsidiary of Andry Montgomery Ltd, creates a major combined force in the business-to-business trade exhibition market in South Africa

Markex and World of Events (Gauteng - which will include Business of Sport) runs at the Sandton Convention Centre from 10-12 June 2008.

The show is well established as the market-leading show of its kind in Sub-Saharan Africa, with a branding that makes it the priority event on the calendar of leading and emerging contenders in the marketing, promotions and special events field.

So successful has the show been at meeting the needs of both exhibitors and visitors that it now also runs annually in alternate years, in Cape Town and Durban respectively. This year is the turn of Cape Town, where it will run from 19-21 August at the Cape Town International Convention Centre.

Business of Sport will again be a feature of the exhibition, showing why this specialised and rapidly growing marketing space accounts for a current total of R4.1 billion in South Africa alone.

The show continues to attract increasing numbers of both local and international visitors from countries including Nigeria, Zimbabwe, Mozambique, Botswana and other surrounding nations. Last year the shows attracted a record-breaking 10 329 buyers and decision makers, of which 78% made or influenced purchasing decisions, with 20% being actual business owners. Top visitors represented banks, medical aid companies, tourism and health.

EFA specialises in three main sectors: hospitality, retail and marketing; industrial, transport and security; and Information and Communications Technology.

For further information and stand bookings contact Fran Lurie at Exhibitions for Africa on 011 886 3734 or email . NB: from 1 March the new telephone number will be +27 (0) 011 835 1565 <http://www.markex.co.za> <http://www.markexcape.co.za>