

MINING – INDUSTRIAL – CONSTRUCTION – POWER GENERATION



4 - 8 OCTOBER 2010

MTN Expo Centre at Nasrec, South Africa

POST SHOW REPORT

FACTS & FIGURES FOR 2010

INCORPORATING



TOP SHOW

PRODUCES SALES, VALUABLE LEADS AND CONNECTIONS

Feedback from exhibitors confirmed that Electra Mining Africa 2010 was a highly successful show producing off-the-floor sales, valuable sales leads and excellent business connections.

Ranked as the second largest mining show in the world and with global recognition of its broad scope of mining, construction, industrial and power generation industries, Electra Mining Africa once again proved its status as a world-class event that draws high volumes of exhibitors and visitors, both benefiting from the platform created to showcase the latest in products, services, technologies and trends.

Gary Corin, Managing Director of Specialised Exhibitions, was happy with the positive response saying, "that by the close of Friday, the last day of the show, fifteen percent of exhibitors had already booked space for the exhibition in 2012."

"It was an exciting show that attracted a high-level of international interest, which shows confidence and interest in our market, and many see South Africa as a developing country with growth potential and a very strong player in the mining industry".

532 local exhibitors and 207 international exhibitors made up the total of 739 exhibitors taking up the over 33,000 square metres of exhibition floor space inside the six large exhibition Halls and the large reach of the outside precinct areas. Visitor numbers, although slightly down on the previous show in 2008, still reached high-volumes at almost 35,000 with exhibitors agreeing that the quality of visitor was excellent and a high percentage had senior decision-making buying power. Forty percent of visitors had pre-registered online for the show.

In addition to the thousands of local visitors, many international visitors also converged at the event with delegates coming from Angola, Botswana, Ghana, Kenya, Lesotho, Malawi, Mozambique, Namibia, Nigeria, Rwanda, Swaziland, Tanzania, Uganda, Zambia and Zimbabwe. And from beyond Africa's borders, visitors traveled from Australia, Canada, China, France, Germany, India, Italy, the UK and USA.

Three major Inward Buying Missions organised by the South African Capital Equipment Export Council brought senior buying delegates from Chile, Argentina, Peru, Russia, Ukraine, Canada and the USA, proving once again that Electra Mining Africa is a strong catalyst for new investment opportunities.

EXHIBITORS APPLAUD SUCCESS ACHIEVED AT THE SHOW

Brian Brink, Husqvarna SA

"We received very valuable leads which will lead to a full order book".

Neil Cochran, Melco Conveyor Equipment

"Our product is not sold off the stand, but we collected leads which will definitely convert to sales".

Neil Watson, Enerpac

"We made sales to the value of R 700,000 from our stand".

Donovan Kemp, Power Torque

"Although no sales were made from our stand directly, many new prospects have been opened with known customers purely through discussion with time made available during the show".

Peter Killian, Managing Director at Hi-Tech Machine Tools

"We have continuously exhibited since September 1990, so this last one was the eleventh show for Hi-Tech Machine Tools. Everyday of the show we had a few hundred interested visitors watching our Mazak machines perform magic – we cannot achieve this every day at our showroom".

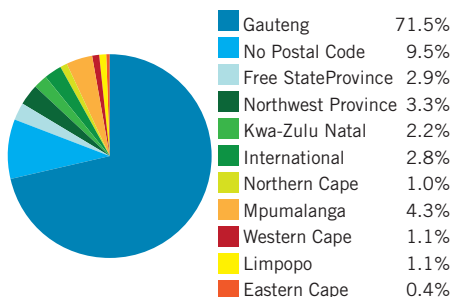
FACTS & FIGURES

BASED ON THE RESULTS OF ELECTRA MINING AFRICA 2010

EXHIBITOR STATISTICS

Total Visitors	34 836
International Exhibitors	207
Local Exhibitors	532
Space Occupied (m ²)	33 625

REGIONAL DEMOGRAPHICS



INTERNATIONAL VISITORS

Angola	Ireland	Spain
Argentina	Israel	Swaziland
Australia	Italy	Sweden
Austria	Japan	Switzerland
Bangladesh	Kenya	Taiwan
Belgium	Korea	Tanzania
Botswana	Lesotho	Thailand
Brazil	Madagascar	Turkey
Burkina Faso	Malawi	U.K.
Cameroon	Mauritius	Uganda
Canada	Morocco	Ukraine
Chile	Mozambique	United Arab
China	Namibia	Emirates
Colombia	Netherlands	USA
Croatia	New Zealand	Zambia
Denmark	Nigeria	Zimbabwe
DRC	Norway	
Finland	Poland	
France	Portugal	
Germany	Romania	
Ghana	Russia	
India	Rwanda	

Total international visitor attendance at Electra Mining Africa 2010 increased from 445 to an impressive 979. 59 countries were represented amongst the visitors.

VISITORS JOB FUNCTION

Director / Owner	20.0%
General Manager	6.9%
Mine Manager / Supervisor	2.3%
Mine Captain / Shift Boss	1.1%
Buyer	6.1%
Engineer	12.9%
Technician	11.4%
Foreman	8.1%
Training Officer	1.6%
Production Manager	2.6%
Safety Officer	1.2%
Project Manager	3.0%
Metallurgist	2.1%
Key Government Official	0.7%
Quality Controller	0.8%
Analyst	1.1%
Loss Control Manager	0.4%
Other	17.7%
SHEQ Officer / SHEQ Manager	1%

ON-LINE VISITOR REGISTRATION GROWTH

The number of on-line pre-registered visitors has steadily increased since its introduction in 2006 when around 10% used the facility. This grew to about 20% in 2008. This year it has increased to 40% of visitors. We believe that this is the result of a growing trend towards online pre-registration and as a response to the strong marketing drive and promotional campaigns that are in place prior to the start of the show.



BOOK NOW FOR



10-14 SEPTEMBER 2012

AT THE MTN EXPO CENTRE, NASREC, JOHANNESBURG, SOUTH AFRICA

Don't miss this unique experience.

For more information contact:

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ELECTRA MINING 2012 INFORMATION FORM

If you require any further information with regards to Electra Mining Africa or would like to book a stand, please fill in your details below and fax the form to:

SPECIALISED EXHIBITIONS

Fax: +27 (0)11 496-1161

Contact Person: _____

Company Name: _____

Tel No: _____

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