

Electra Mining Africa



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Specialised Exhibitions

Specialised Exhibitions, a division of the prestigious Montgomery Group, is the largest trade show organiser in Southern Africa. With a proud heritage spanning over 50 years, Specialised Exhibitions remains the marketer's first choice, time and again. The company's continued success lies in its ability to look ahead, embrace change, and move forward to create a vibrant, energetic, and innovative environment that instils confidence in exhibitors and keeps Specialised Exhibitions at the forefront of the industry. Specialised Exhibitions hosts the Electra Mining Africa exhibition, one of the world's largest mining shows.

Sector Background and Value to the South Africa Economy

The mining sector provides materials essential for all sectors of the economy and creates employment, investment, government revenues, and infrastructure. Driven by demand and supply uncertainties, the industry reached a remarkable milestone in 2021 when output exceeded R1 trillion for the first time.

Electra Mining Africa Event

Electra Mining Africa is Southern Africa's leading mining, electrical, automation, manufacturing, power, and transport trade show. For the last five decades, the event has supported the sustainable growth of mining industry brands by allowing them to create genuine connections with relevant stakeholders. Electra Mining Africa is the largest event of its kind in Africa and the third largest in the world, attracting buyers from Africa and across the globe.

During the five days of the 2022 Electra Mining Africa event, over 30 000 people networked across industries, thousands of products were displayed, and thousands of face-to-face interactions took place. Live demonstrations and competitions kept visitors enthralled; buyers could speak to technical experts and compare various products and brands under one roof.

The 2022 exhibition hosted several industry conferences and skills development workshops to empower attendees with the latest mining industry knowledge and skills:

- SAIMM (The South African Institute of Mining and Metallurgy) hosted a conference based on Mining for the Future
- WIMSA (Woman in Mining South Africa) hosted a one-day seminar focusing on issues that affect women in the sector
- LEEASA (Lifting Equipment Engineering Association of South Africa) hosted a conference focussing on issues that affect the lifting industry
- Over 60 top speakers hosted 57 free-to-attend seminars on mining, power, electrical, transport, automation and the industrial sector

Date: 5 – 9 September 2022

Venue: Johannesburg Expo Centre

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Business Events and Exhibitions are Important to South Africa's Economy

The strategic aim of Electra Mining Africa is to bring managers, owners of businesses and other mining, electrical, engineering, transport, renewable energy and other related sector professionals from around the world to South African suppliers. In 2022, the event welcomed 1 244 premier visitors, 142 media representatives, 650 exhibitors, over 30 000 trade buyers and international participants from 57 countries. These volumes of people bring tangible economic benefits to the country and the mining industry.

Shows such as Electra Mining Africa benefit the national economy directly and indirectly through venue expenses, expenditure on products and services, advertising and promotion, logistics, travel, accommodation, meals and drinks, as well as the spend of exhibitors on exhibiting; and the additional local spend of visitors and exhibitors whilst at the trade show. The exhibition also contributes to part-time job creation during the show and add-on tourism for those visiting South Africa. According to UFI's (Union of International Fairs) Global Economic Impact of Exhibitions (Africa) report, the average total impact per square metre of exhibition space is \$3 800 - which equates to millions of Rands being pumped into the economy just from one event.

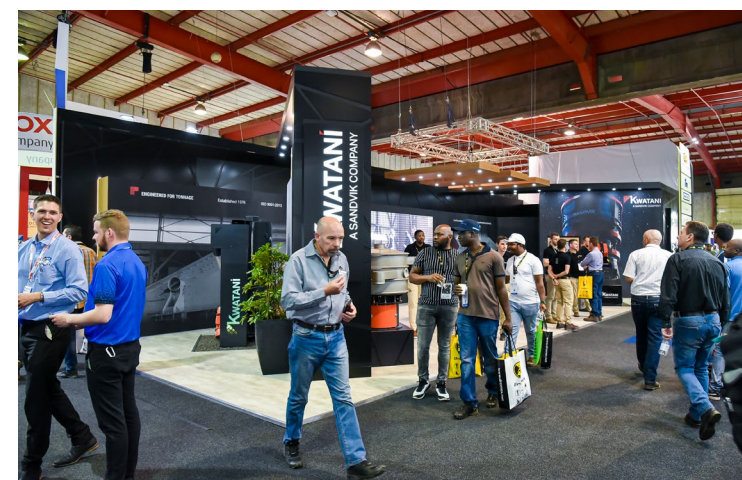
Challenges in the Post-Pandemic Environment

Many of the show's suppliers closed their doors due to the impact of COVID-19 on the exhibitions industry, thus reducing the number of contractors and suppliers available to the event organisers. At Electra Mining Africa 2022, a strain on resources delayed some aspects of the exhibition's build-up. However, everyone pulled together and put in extra effort to get the job done, and everything was fully ready before the show's opening.

Partnering with the South Africa National Convention Bureau

Collaboration with the South Africa National Convention Bureau (SANCB) added tremendous value to this year's Electra Mining Africa. Having the Bureau's endorsement alongside other respected industry partners added to the overall credibility of the event. The financial contribution made by the SANCB towards Electra Mining Africa helped promote the event across South Africa and internationally via email, social media, and an enhanced media campaign.

The addition of pre-show roadshows saw the management and marketing teams visit mining areas in South Africa and neighbouring African countries. One of the event's key objectives was to increase the number of international visitors, and the SANCB's collaboration and endorsement supported this goal by helping the exhibition attract over 893 visitors from 57 countries.



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Legacy

Legacy initiatives include the promotion of innovation, skills development, and providing a platform for emerging companies to promote their businesses to a wider target audience.

The initiatives listed below are set to continue at future events:

- **Electra Mining Africa 2022 Innovation and New Products Awards:** Awards recognising the high levels of innovation at the show
- **Forklift Driver Competition:** Forklift operators competed for the coveted title of Forklift Driver Champion
- **Industry Conferences and Skills Development Workshops:** Empowering attendees with the latest industry knowledge and skills across all the event's major verticals
- **Theme Days:** Every day had a different theme, including an Innovation Day, Future Skills Day (which hosted students) and South African Day

Emerging Business: R1 million in New Business within Three Weeks

Barely a month after showcasing its business offerings at this year's Electra Mining Africa, a local emerging business, Metal Engineering Manufacturing Works (MEM Works) secured over R1 million in new business. MEM Works is one of the South African small, medium, and micro enterprises (SMMEs) supported by the Department of Trade Industry and Competition (the dtic) in partnership with the Gauteng Growth and Development Agency (GGDA) to showcase their business offerings at Electra Mining Africa.

Support from the SANCB recommended to other organisers

Specialised Exhibitions recommends the endorsement and financial support from the SANCB to other organisers. The company found working the SANCB to be streamlined and professional and valued the supportive interactions they had with the team.

Judging by onsite surveys and testimonials received from companies who exhibited, the event was considered extremely successful. As a testament to this, just over 40% of the 650 exhibitors rebooked their stands for the 2024 event.

Testimonials

"The feedback that we've been getting is so positive, with the message that 'business is back'. The energy that we've seen – exhibitors and visitors, everyone involved – was palpable. The exhibition stands, the halls, and the outside exhibit areas were pumping the whole week! We had high expectations, but we were also mindful that we were coming out of COVID, but we really hit the mark with over 30 000 visitors!" – Gary Corin, Managing Director of Specialised Exhibitions

Arrive Inspired. Leave Connected.