



# PROPAK CAPE 2011

PACKAGING • PROCESSING • PRINTING • PLASTICS

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

**25-27 OCTOBER 2011**

THE CAPE TOWN INTERNATIONAL CONVENTION CENTRE  
CAPE TOWN, SOUTH AFRICA

INCORPORATING



**PROPAK CAPE is a must for all stakeholders in the Food Processing, Packaging, Printing, Labelling and Plastics Industries.**

Billed as a regional business event for the Western Cape area of South Africa, Propak Cape targets manufacturers and suppliers involved with food processing, packaging, printing, labelling and plastics, providing an exciting forum for trading, sourcing of products and education. It gives decision-makers, specifiers and buyers leading-edge information on global trends, advancements in technology, product development and market updates. And the exhibition also provides an ideal platform for local and international exhibitors to network and exchange ideas.

Feedback from the 2008 show proved that this was a highly commended and successful event, performing well in return on investment.

The manufacturing sector in Cape Town is largely centered on food processing in addition to significant business in the plastics, printing and publishing industries. Packaging is an essential element as exports from the Western Cape are big business, traditionally being dominated by primary products such as fruit, fish and vegetables - accounting for 60% of regional exports. Beneficiation adds increasingly higher value.

As Cape Town is at the hub of one of the world's biggest emerging markets, it is the obvious choice of location for Propak Cape 2011.

**WHY SHOULD YOU BE THERE?**

Almost three-quarters of the visitors at Propak Cape 2008 went there to update on new developments – products, trends and technologies – and to meet potential new suppliers. A high percentage of visitors were owners or Directors of businesses who certainly came with decision-making authority. The driving reasons for visitors attending the expo included it being a highly regarded prestigious event, knowledgeable people on the stands, and the ability to see so many exhibitors together, which assisted in the decision-making process.

*Exhibitions are an excellent, results-driven opportunity that make good business sense. Exhibiting at Propak Cape 2011 will be the most cost-effective way to reach the greatest number of decision-makers in your specific market in the shortest space of time.*

Propak Cape 2011 will provide an opportunity to meet, interact and gain exposure to your customers and to compete for your market share. A strong marketing campaign will ensure that quality visitors involved with food processing, packaging, printing, labelling and plastics will be invited to attend the event, drawn from supplying and manufacturing in the food and beverages, fruit and farming, pharmaceuticals and cosmetics, toiletries and personal care products, packaging, printing and converting, manufacturing, plastics manufacturing and other related sector industries.

Visitors will include retailers and wholesalers, as well as buyers and specifiers responsible for purchasing decisions, such as directors, general managers, technologists, production executives, food, packaging and production personnel and scientists, quality controllers, chemical engineers, farmers, product managers, laboratory technicians, printers, production managers and sales and marketing personnel.

**WHAT VISITORS WILL SEE**

Manufacturers and suppliers will be exhibiting products, systems and services, which visitors can use in the production and marketing of their products, including:

**PROPAK CAPE - Packaging**

Containers and Components • End-of-line-Equipment • Materials Handling Products • Packaging and Ancillary Machinery • Packaging Materials

**FOODPRO - Food Processing**

Bakery Equipment • Colourants • Confectionery Equipment • Flavours • Food and Beverage Processing Equipment • Filtration Equipment • Laboratory Equipment • Mixers and Blenders • Scientific Software and Hardware

**PRO-PLAS EXPO - Plastics**

Plastics Processing Machinery including products such as: • Blow Moulding and Injection Moulding Machinery • Chillers • Converting Equipment • Extrusion Equipment • Feeders • Processing Aids • Recycling Equipment • Various Materials

**PRINT EXPO AND PRO-LABEL - Print & Labelling**

• Labels • Substrates • Materials • Labelling Machines • Label Applicators • Coding Equipment • Scanning Equipment • Printing Presses and Equipment • Finishing Products

**FEEDBACK FROM PREVIOUS SHOWS**

*Dean Gianni, Managing Director, Packaging World*

*"There was a good buzz with a steady flow of visitors - we have about 150 good leads to follow up and have already booked for 2011"*

*Charles Heyns, Sales Manager, HGMolenaar*

*"Propak is the most well known show in South Africa in our industry and by participating we were able to build our brand and gained exposure to new, existing and potential customers."*

*Mr Andre Schlenk, Managing Director Robatech SA*

*"The show presented a great opportunity to network and to introduce new products and new innovative technology."*

*John Binedell, Director, Eptech*

*"We can't afford not to exhibit as it's a good platform to show equipment to many customers simultaneously under one roof."*

*San Pillay, Sales Manager, Sicad*

*"An excellent PR exercise."*

*R. Pinz, Director, Pro Scan Media Products*

*"The quality and quantity of enquiries exceeded our expectations, and we'll be back!"*

**HIGH PROFILE MARKETING AND PROMOTIONAL PROGRAMME**

Strong integrated marketing and promotional strategy has been created to directly target the desired market segments including elements such as trade press and radio advertising, digital marketing, direct mail, electronic and outdoor media, publicity – including editorials, exhibition previews and on-line coverage – and related workshops and conferences.

Eye-catching promotional material will include complimentary tickets, flyers, posters and leaflets and these will be delivered to an established contacts database of key buyers and influencers, relevant trade organizations, Chambers of Commerce in Africa, and will be extended internationally through trade consuls and our own agency network.

**AN EXHIBITION BACKED BY AN INTERNATIONAL NETWORK OF CONTACTS ACROSS CHAMBERS OF COMMERCE, TRADE CONSULS AND AGENCIES, WITH STRONG MARKETING SUPPORT INTO AFRICA.**

**ALSO SUPPORTED AND ENDORSED BY:**

- The Institute of Packaging in SA
- The Packaging Council of South Africa
- The Printing Industries Federation of South Africa
- The Flexographic Technical Association of South Africa
- The Plastics Federation of South Africa



**ORGANISERS SERVICE**

As a member of the prestigious Montgomery Group and a part of the international chain of Propak exhibitions, Specialised Exhibitions is recognized locally and internationally as an organiser of innovative, inspiring and highly effective trade exhibitions.

Backed by over 40 years of experience in South Africa and with international support, Specialised Exhibitions offers a fully comprehensive on-site exhibitor service, which includes:

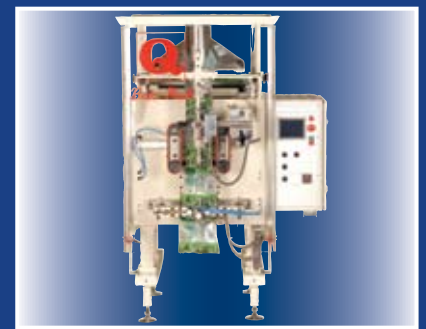
- Walk-on Stand Packages
- Customised Packages
- Shell Schemes
- Carpeting
- Water and Electrical installations
- Compressed Air
- Furniture
- Plants
- Security
- Internet/Fax/Telephones hire
- Forwarding and Handling Services
- Exhibitor Catalogues
- Media/Business Lounge
- Travel and Accommodation Packages
- Budget Analysis Facilities
- Staff Training



**CAPE TOWN INTERNATIONAL CONVENTION CENTRE**

This world class Convention and Exhibition Centre - close to the city, the famous Cape Town Waterfront and a variety of top hotels - provides an up-market atmosphere for exhibitors and visitors alike, to meet in a modern business environment.

The centre has been meticulously designed with absolute respect for the end user and the most modern amenities and technology are mandatory ingredients. The CTICC's commitment to professionalism is complemented by the destination's service standards and sophisticated infrastructure.



**THE PACKAGING, FOOD PROCESSING, PRINTING, PLASTICS & LABELLING EXHIBITION**



**TO BOOK YOUR STAND, CONTACT**  
 The Exhibition Manager  
 Specialised Exhibitions (Pty) Ltd  
 PO Box 82196, Southdale, 2135,  
 South Africa  
 Tel: + 27 (0) 11 835 1565  
 Cell: 082 955 7718  
 Fax: +27 (0) 11 496 2854  
 Email: michelle@specialised.com

