

THE PACKAGING, PROCESSING, PRINTING, LABELLING AND PLASTICS EXPO



PROPAK CAPE 2008

PROMOTION THROUGH PACKAGING



POST SHOW REPORT

14 -16 OCT 2008

The Cape Town International Convention Centre,
Cape Town, SOUTH AFRICA

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Pioneering Business Opportunities in Africa

Incorporating:





**PROPAK
CAPE 2008**
PROMOTION THROUGH PACKAGING

A SHOW OF **EXCELLENCE**

Propak Cape 2008 showcased the latest in products, trends and innovations to a wide audience group from throughout the Cape and Southern Africa. Exhibitors were pleased with the positive outcome of the show, knowing that **5375** visitors had been exposed to the latest and the best of what this innovative industry can produce.

The show was billed as a regional business event for the Western Cape area of South Africa. In addition to providing the ideal platform for manufacturers and suppliers of the packaging, food processing, plastics, labelling and print industries to meet with visitors on neutral ground to further the interests of their respective businesses. It also highlighted once again the local industries' commitment to not only world-class standards, but also sustainable environmental solutions as well, with many of these new products and innovations on show.

The Western Cape is the perfect home for the Propak Cape show. As a major exporter of wine, fruit and other valuable commodities to international markets, the Western Cape is heavily reliant on the packaging industry in realising the country's export potential and the region's all-important stake in earning valuable foreign exchange.

Once again, the Propak Cape show supported local business and, by showcasing local companies and agents alongside national and international companies, it reinforced the strength of local business in Cape Town – as well as highlighting locally grown innovation and technology that makes South Africa proud, making it the obvious choice of location for Propak Cape 2008.

VISITOR DEMOGRAPHICS

Western Cape	79%
Gauteng	9%
Kwa Zulu Natal	5%
Eastern & Northern Cape	3%
Rest of South Africa	2%
International*	2%

*visitors from 13 African countries & 18 other countries

VISITOR JOB TITLES

Owner / Managing Director	37%
Sales & Marketing Manager	15%
Engineer / Technician	11%
General Manager	8%
Production Director / Manager	8%
Packaging Manager / Buyer	5%
Product Manager	4%
Project Manager / Food Tech / Q.C.	3%
Other	9%

PRODUCTS OF MAIN INTEREST

Packaging	44%
Labelling	11%
Printing	14%
Plastics	21%
Food Processing	11%

ACTIVITY OF ORGANISATION

Food & Beverage Manufacturing	24%
Packaging	22%
Printing & Converting	11%
Plastics Manufacturing	10%
General Manufacturing	8%
Retail / Wholesale	8%
Cosmetic / Toiletries / Pharmaceutical Mfg	5%
Chemicals Manufacturing	3%
Wine & Fruit Farming	2%
Other	7%

REQUESTS FOR FOLLOW-UP ACTION FROM EXHIBITORS

Packaging Machinery & Equipment	39%
Packaging Supplies and Materials	37%
Labelling Machinery, Coding & Supplies	30%
Plastics Processing Machinery	8%
Processing Equipment - Food & other	8%
Printing Equipment and Supplies	6%

Exhibitors positive about the success of the show



Reasons for visitors attending

- To see machinery, technology and methods
- To meet alternative potential suppliers
- To assist in decision-making on competitive products

Most believed their objectives were met as they saw a wide variety of products, met new suppliers who were knowledgeable and were able to evaluate different products.

**Charles Heyns, Sales Manager,
HG Molenaar**

"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."

**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."

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

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

**Vanessa Bowes, Marketing Manager,
Robatech SA**

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

Events enhance message

The benefits of Propak Cape 2008 were reinforced by three events taking place alongside the show.

The Institute of Packaging SA looked at packaging design with a focus on "keeping the end in mind" and placed the spotlight on the need for efficient packaging recycling. The feasibility and probability of materials being recycled has to be considered during the design stage, as there is a fine balance between focusing on protection for distribution and spoilage, and a focus on the environment. The breakfast brought industry leaders together to discuss these issues facing the local industry.

Also focussing on design, the Institute of Packaging Gold Pack Student Awards took place at a gala function, highlighting works of excellence completed by students from around the country.

The World Packaging Organisation held its annual international meetings alongside Propak Cape, with key global high profile players discussing industry trends and developments.

CONCLUSION

Statistical information reflected in this report was extracted from market research conducted by Market Support Associates (MSA) who was commissioned by the organisers to carry out an independent survey at Propak Cape 2008.

A summary of findings by MSA concluded that Propak Cape was clearly a successful event in the Cape region, mainly because it offered such a broad range of exhibitors to local visitors and performed well in terms of introducing new-alternative suppliers. 83% of visitors had buying power and 53% stated that they would probably be placing orders within a year due to their exposure to new products and suppliers at the show. Over 60% of the visitors were senior management executives, 37% of whom were Managing Directors.

Visitor feedback expressed confirmation that it was an exciting forum for trading, sourcing of products and networking, and for providing leading-edge information on global trends, advancements in technology, product development, and market updates.

BOOK NOW FOR 25-27 October 2011



PROPAK CAPE 2011

PROMOTION THROUGH PACKAGING

FOR MORE INFORMATION CONTACT:

THE EXHIBITION MANAGER, SPECIALISED EXHIBITIONS (PTY) LTD

TEL: +27 (0)11 835-1565 • FAX: +27 (0)11 496-1161

E-MAIL: michelle@specialised.com • WEBSITE: www.propakcape.co.za

PROPAK CAPE 2011 INFORMATION FORM

If you require any further information with regards to Propak Cape 2011 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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