



7-11 September 2020

Expo Centre, Nasrec, Johannesburg, South Africa

THE TRADE
EXPO

LEADING THE WAY

In Mining,
Manufacturing,
Automation,
Electrical & Power

**HELLO
2020**

We are waiting for you!



**FIVE
POWERFUL
SHOWS
ALL-IN-ONE**



www.electramining.co.za

Brought to you by

**SPECIALISED EXHIBITIONS
MONTGOMERY**

HELLO 2020

Times are changing. And they're changing fast. For mining and related fields, the only way to ensure a truly productive, modern, safe and sustainable industry, is to evolve. The only way to do this is to keep a finger on the pulse of the latest products, services and developments.

BUT HOW?

WELCOME TO ELECTRA MINING AFRICA 2020. The largest show of its kind in Africa, it's a unique platform for the mining, manufacturing, automation, electrical & power industries to connect, to discover innovation, to start conversations, to learn, and to grow – ON A HUGE SCALE.

Looking to the future and leading the way, this premium tradeshow is built on a solid foundation of success spanning almost five decades. In moving with the times, Electra Mining offers a host of new and exciting features every year and 2020 is no exception. It's not to be missed.

For more information on Electra Mining Africa 2020, follow us on social media.



#electramining20 and #EMA2020

SHOW STATISTICS

Where else will you meet thousands of potential customers under one roof ?



29,200 +
VISITORS

32,870m²
NET SPACE

738 PREMIER VISITORS

73%

OF VISITORS MAKE OR INFLUENCE
PURCHASING DECISIONS

47 MEDIA VISITORS



802 INTERNATIONAL
VISITORS
FROM 59 COUNTRIES

* Facts and Statistics
on these pages refer
to actual attendance
from Electra Mining
Africa 2016



60 TOP SPEAKERS

Thousands of visitors know that this is the place to be to source the latest and greatest innovations, products and services.



**BOOK
YOUR STAND
NOW!**

NEW CLIENTS NEW POSSIBILITIES

Take your brand to new heights with this powerful opportunity for increased sales, valuable sales leads and increased brand awareness.

With over 29,000 QUALITY VISITORS expected through the doors, Electra Mining Africa gives you unparalleled access to influential decision-makers in a buying frame of mind.

It's your chance to bring new products to market with resounding success across the mining, manufacturing, automation, electrical and power industry sectors, and watch your business grow.

This premier showcase delivers a great return on investment for exhibitors and provides a world-class event for visitors keen to see the latest innovation in products, services and technology developments.

*Exhibiting remains the most cost-effective way to reach the greatest number of decision makers in a specific target market in the shortest space of time.

Invest in the future of your business and join the hundreds of local and international exhibitors that say "YES" to this opportunity every two years.



Over **680 000**
VISITORS have
attended Electra Mining
Africa **SINCE 1972**

*CEIR RESEARCH



DID YOU KNOW?
73% of visitors at Electra Mining Africa make or influence purchasing decisions.



FIVE POWERFUL SHOWS ALL-IN-ONE



ELECTRA MINING AFRICA

The industry leaders in mining, manufacturing, engineering and related industries will exhibit the latest ground-breaking products, services, machinery and equipment.



ELEENEX Africa

ELEENEX AFRICA

Key industry players across the electronics, electrical and electro-mechanical sectors will showcase the hottest trends, technologies and products.



POWERex

POWEREX

Leading companies focusing on power generation, power transmission and distribution, power application and renewable energy will use this premier showcase to promote leading industry innovation in products.



TRANSPORT Expo

TRANSPORT EXPO

Exhibitors will use this platform to reveal cutting-edge products and services in the trucking, transport and logistics industries.

NEW TO THE 2020 EXPO



AUTOMATION Expo

AUTOMATION EXPO

Industry frontrunners in automation, instrumentation, measurement and control will showcase latest innovative technologies and new approaches to data management.

HELLO

INDUSTRY 4.0



AUTOMATION
Expo

First came the steam that powered our factories. Then electricity enabled the mass production model that dominated Industry 2.0. The third era of industry brought us computer driven systems and robotics. Now, in an age of the exponential growth of multiple technologies, the Fourth Industrial Age is poised to drive transformation across global manufacturing once again.

Innovative technologies such as intelligent robotics, 3D-printing and artificial intelligence, combined with new approaches to data management, will help manufacturers and the supply chain boost efficiency and productivity, reduce waste and costs, and respond more effectively to consumer demand.

Industry 4.0 will change the traditional production relationships among suppliers, producers, and customers – as well as between human and machine.

This level of technological transformation will bring experiences unknown to humankind in the form of Cyber-Physical Systems (CPS), where computers, networks and physical processes are integrated.

The increase in industrial automation over the next 5 years will create an increased number of high-quality jobs in the industrial sector. As the machines become smarter, faster and cheaper, they will create more jobs for the technicians that tend to them, engineers that design and build them, and testers that analyse and deploy them. While the ability to evolve has always been important, it's now more important than ever.

SA manufacturing has an opportunity to position itself as an early adopter – a globally attractive and competitive base for advanced manufacturing, producing the best-designed products that are competitively priced.

INDUSTRY

1.0



1784

.....
Mechanisation

.....
Steam Power

.....
Weaving Loom

INDUSTRY

2.0



1870

.....
Mass Production

.....
Assembly Line

.....
Electrical Energy

INDUSTRY

3.0



1969

.....
Automation

.....
Computers

.....
Electronics

INDUSTRY

4.0



TODAY

.....
Cyber Physical Systems

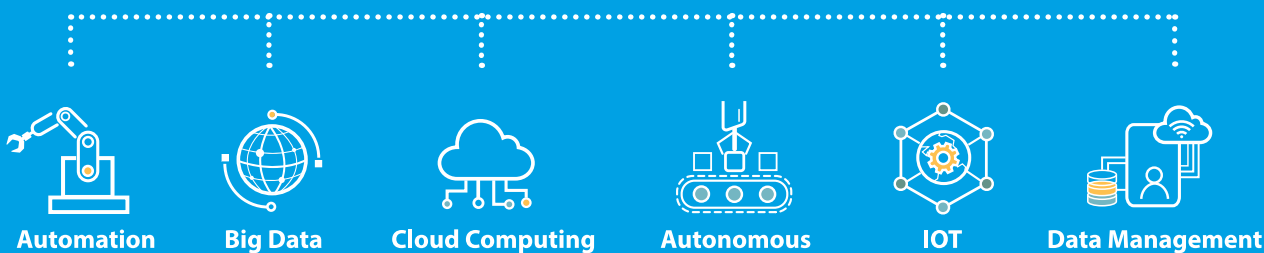
.....
Internet of Things

.....
Networks



NEW
TO THE
2020 EXPO

INDUSTRY 4.0



the **FUTURE** has **ARRIVED**
MAKE SURE you are in it!

THE TRADE SHOW WITH A PROVEN TRACK RECORD

By embracing the latest EXHIBITION TRENDS and adapting, Electra Mining Africa is able to STAY RELEVANT to the industry needs and expectations.

Ranked as one of the world's largest mining shows and the biggest mining, manufacturing, automation, electrical and power trade show in southern Africa, Electra Mining Africa has a proven track record for driving sales, sales leads and building brand awareness.

They say that the trick to seeing the future is knowing where to look. Benefitting from almost five decades of accumulated experience since its inaugural show, Electra Mining Africa has built a reputation for being the trade show that moves with the times and consistently delivers a good return on investment for exhibitors, even during challenging economic conditions.

From the latest in visitor activations, streamlined registration processes, foot traffic management systems, and intellectual content of the free-to-attend seminars, to the opportunity for visitors to source new products and services, learn about the latest industry trends and developments and find new suppliers and distributors, there's nothing quite like it. Visitors from across Africa are expected once again in their thousands as are hundreds of additional international visitors from around the globe.

Electra Mining Africa is a proudly South African brand and, more than just a mining show, it's a trade show that belongs to all the interconnected industries it represents.

INDUSTRY SUPPORT

Electra Mining Africa has for many years enjoyed the support of the most respected Associations and Institutions across the related industries, including:

Southern African Institute of Mining and Metallurgy (**SAIMM**)

South African Institution of Mechanical Engineering (**SAIMechE**)

Women in Mining South Africa (**WIMSA**)

South African Capital Equipment Export Council (**SACEEC**)

The Lifting Equipment Engineering Association of South Africa (**LEEASA**)

South African Fluid Power Association (**SAFPA**)

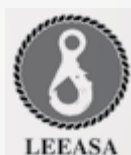
South African Institute of Occupational Safety and Health (**SAIOSH**)

Southern African Protective Equipment Marketing Association (**SAPEMA**)

Electra Mining Africa also enjoys the support of Chambers of Commerce and Trade Consuls throughout Africa. This show is ABC audited in line with local industry requirements.



**BOOK
YOUR STAND
NOW!**



the
**FUTURE
STARTS
HERE** make sure
you are in it!

“

DID YOU KNOW?

South Africa is host to around 80% of the world's known platinum reserves, and the world's 5th largest producer of diamonds.

PROFILE OF EXHIBITORS

Position your business for the future when you join hundreds of new and returning exhibitors eager to benefit from its good return on investment. Local and international companies from the following sectors will be EXHIBITING AT ELECTRA MINING AFRICA:

ELECTRA MINING AFRICA

- Mining and related products
- Industrial, engineering and manufacturing
- Electrical engineering
- Materials handling
- Occupational safety, health and environment
- Construction

ELENEX AFRICA

- Electronics
- Electrical equipment
- Electro-mechanical components
- Instrumentation and control systems
- Lighting design and application
- Switch gears and drives
- Test and measuring equipment

POWEREX

- Biofuels
- Boilers and heat exchangers and combustion systems
- Cable and wire
- Diesel and gas engines
- Equipment and services
- Energy technology
- Generators and all accessories
- Hydropower
- Independent power producers

- Metering and related components
- Renewable energy, equipment and services
- Sensors
- Solar power, wind and gas turbines
- Transformers
- Transmission and distribution

TRANSPORT EXPO

- Infrastructure
- Trucking
- Rail and road transport
- Logistics

AUTOMATION EXPO

- Automation systems
- Industrial controls
- Control, monitoring and safety systems
- Process analytics
- Identification systems
- PC-based automation
- Process control systems
- Industrial communication
- Design and operations software
- Instrumentation
- Power supplies
- Process instrumentation
- Industry services

**NEW
TO
THE
2020
SHOW**

WHY EXHIBIT?

MAXIMISE the power of face-to-face marketing, with the potential to meet thousands of customers. IT'S THE MARKETING OPPORTUNITY OF THE YEAR!



GENERATE on-site sales and pre-qualified sales leads

LAUNCH new products, services and technology



SHOWCASE your current product range and services

PROFILE OF VISITORS

- Directors/Owners
- General and Mine Managers
- Procurement Managers
- Production Managers
- Sheq/Safety Managers
- Loss Control Managers
- Engineers
- Metallurgists
- Geologists
- Analysts
- Foremen
- Technicians
- Assemblers and Fabricators
- Machinists
- Power Plant Operators
- Quality Controllers
- Computer Controlled Machine Operators
- Mechanical Engineering Technicians
- Industrial Software Programmers
- Data Analysts
- Machine Setters
- Industrial Data Scientists
- Industrial Engineers
- Supply Chain Coordinators
- Service Technicians
- System Designers, IT and Data-Science Specialists



Decision makers
and influencers in
all areas of mining,
industrial, automation
and power industries
will be there

DON'T MISS OUT ON 5 DAYS OF OPPORTUNITY!



HOST, entertain, engage with
existing and new clients

GET your brand known and
make an impact



BENEFIT from unrivalled
marketing exposure

POSITION your company as a
market leader



ORGANISERS TEAM

Specialised Exhibitions Montgomery is a member of the prestigious Montgomery Group, one of the most widely respected exhibition companies in the world with trade shows, consumer shows and specialist projects currently spanning Europe, the Middle East, Africa and Asia.

AS THE LEADING TRADE SHOW ORGANISER IN SOUTH AFRICA, it has a wide portfolio including Electra Mining Africa, Electra Mining Botswana, A-OSH EXPO Botswana, CAMINEX (Zambia), Coal Africa, KZN Industrial Technology Exhibition, Interbuild Africa, Machine Tools Africa, Securex, A-OSH EXPO, Local Southern African Manufacturing Expo and Propak Africa. Exhibitors greatly benefit from the effective cross promotion of marketing.

The Electra Mining Africa team is highly experienced and brings many years of knowledge, expertise and success to the show.

THE VENUE

The Expo Centre at Nasrec is South Africa's largest purpose-built exhibition, convention and events venue and is one of Johannesburg's best known landmarks. It is conveniently situated close to airports, highways, hotels and shopping centres and is easily accessible by car and hotel shuttles.

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DID YOU KNOW?

**69% of visitors go to exhibitions to buy or source products.*

**CEIR RESEARCH*



Gary Corin
Managing Director



Charlene Hefer
Portfolio Director

HELLO TEAM 2020



Emmanuel Paffy
Operations Director



Leatitia Van Straten
Marketing Director



Charmaine Wood
Exhibition Manager



Mark Anderson
Exhibition Manager



Leigh Miller
Marketing Manager



Lebogang Motswaledi
Marketing Assistant



Jacky Talling
Client Services



Botsane Phetla
Client Services



CONFERENCES AND SEMINARS

The future relies on what we do in the present. That's why Electra Mining Africa will be supported by a programme of content-rich seminars and conferences to keep visitors ahead of the game. The free-to-attend seminars hosted by SAIMechE are hugely popular and address important industry topics in an excellent learning platform.

Several conferences will also be running alongside Electra Mining Africa. These will enable stakeholders to hold important conversations about the future of the mining, manufacturing, automation, electrical and power generation industries. Many of these sessions earn the delegates CPD points.

Skills Development is also of vital importance to industry and the Artisans Training Centre will be taking place in Hall 8. Developed in partnership with the Artisanal Training Institution (ATI) and the South African Equipment Export Council (SACEEC), this will be a fully functional workshop where learners will be demonstrating the skills they learn at ATI such as electrical, mechanical, fitting, turning, jig and die making, millwrighting, welding and boiler making, amongst others.



BOOK YOUR STAND NOW!

All of this **ADDS VALUE**
to the **VISITOR EXPERIENCE**
and encourages
REPEAT VISITS year after year.

"I love Electra Mining Africa - it's a great show. It allows me to demonstrate the latest technology to all my customers. Where else do you get a week of the year to talk to all your customers? I call it the F1 of mining!"

*Peter Killian, Managing Director,
Hi-Tech Machine Tools*

”

"We've been at the show a few times. It just gets bigger and better every time."

*Jason Trum, Regional Manager,
DDL Equipment*

”

"We've had an excellent response from the show and generated several leads. The highlight this year is definitely the quality of visitor. With the industry changing, and the tough times we are in, it is very necessary to be here."

Ken Quick, CEO, Becker Mining

”

THE MARKETING AND PROMOTIONAL CAMPAIGN

Electra Mining Africa 2020 will be promoted through an influential and effective marketing campaign that will attract quality decision makers, buyers and specifiers from across the mining, manufacturing, automation, electrical and power industry sectors. The exhibition will be widely promoted throughout Africa with a strong focus on southern Africa. The campaign's global component extends communication to international exhibitors and visitors.

There will be a strong digital marketing strategy that will generate more brand awareness, increase foot traffic and achieve a high ROI for all exhibition stakeholders which will complement all traditional marketing tools used.



#electramining20
#EMA2020

CAMPAIGN ELEMENTS USED:

digital marketing

website, links, email news, complimentary tickets, pre-registration

advertising

trade, business news, radio, online, publications and newspapers

tickets

distributed through associations, Chambers of Commerce and media

publicity

trade, business news, radio, online and news agencies

social media

Twitter, YouTube, Facebook and LinkedIn

direct mail

hand-to-hand courier and telemarketing

outdoor advertising

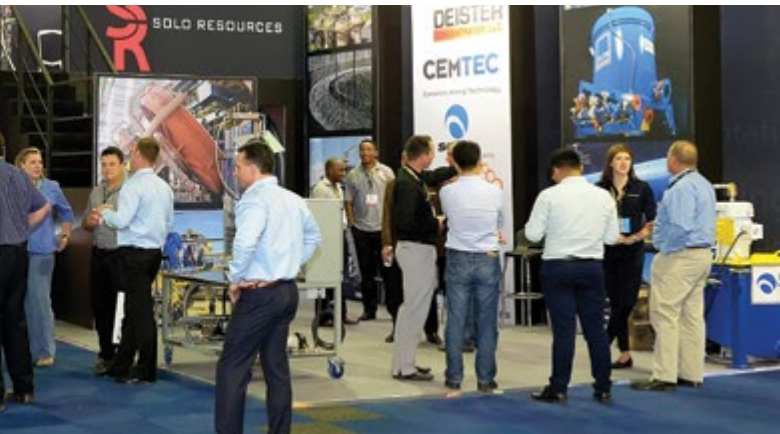
posters and billboards

Decision makers and influencers in all areas of mining, industrial, automation and power industries will be there

www.electramining.co.za



BOOK YOUR
STAND NOW!





the FUTURE
STARTS HERE
make sure you are in it!

YOUR FUTURE
depends on what
you do **TODAY!**



**BOOK
YOUR STAND
NOW!**

The future is yours for the taking
at Africa's premier mining,
manufacturing, automation,
electrical and power trade show.

For more information
or to book your stand contact:

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Email cwood@specialised.com

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Exhibition Manager
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Email: marka@specialised.com

#bestshowinafrica
#placetobe
#booknowalready
#5shows in 1



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