



POST SHOW REPORT

**FACTS AND
FIGURES FOR
2010**

**8 - 11
SEPTEMBER
2010**

**MTN EXPO CENTRE, NASREC
SOUTH AFRICA**



www.interbuild.co.za

The Star



**INTERBUILD
AFRICA 2010**

CONSTRUCTIVE BUILDING SOLUTIONS

CO-LOCATING EVENTS:

**PLUMBDRAIN
AFRICA 2010**

**Sanit'er
Africa**

**FRIGAIR
WORKSHOP & EXPO**

**HARDEX
2010**

**WOODPRO
AFRICA 2010**
Wood is what you make of it

**GlassExpo
AFRICA 2010**

PIONEERING BUSINESS OPPORTUNITIES IN AFRICA



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**INTERBUILD
AFRICA 2010**

CONSTRUCTIVE BUILDING SOLUTIONS

overview

All round, a great success

With a history spanning more than 40 years, The Star Interbuild Africa 2010 trade show and its co-locating events attracted 8,660 visitors collectively – a great feat for the building and construction industry, which did not escape the recent economic crisis.

The four-day event, held at the MTN Expo Centre, Nasrec during September, combined a large variety of construction, building and building services sector exhibitors of the Interbuild Africa, Plumbdrain Africa, Sani'ter, Frigair, Hardex, Woodpro Africa and Glass Expo Africa shows under one roof.

Strategically developed as a “one-stop” event, The Star Interbuild Africa has built a reputation as a premier calendar event for the building services, plumbing, glass and aluminium and woodworking industries in Africa, servicing the full spectrum of related industries in residential, commercial and industrial development.

The 2010 event gave exhibitors the opportunity to showcase their products and services to visitors from all over the African continent, as well as Europe, Asia and Australia, including top decision-makers in building-related industries. The outstanding exhibitions at this year's trade show were also bolstered by workshops and conferences.

A first for the 2010 trade show was the business matchmaking programme, put in place to enhance the interaction between exhibitors and

visitors. The programme reached its goal of providing delegates with the opportunity to engage with one another on an exclusive basis.

Another highlight was the Plumber of the Year competition, an initiative by Interact Media Defined (IMD). A first of its kind, it too was a success and will now be an annual event that aims to enhance South Africa's standard of plumbing.

Owing to the accomplishments of the inaugural Glass Expo Africa in 2008, the glass industry again saw the value the expo offers its industry. Prominent players in the glass industry, such as McCoy's Glass, Wispeco Aluminium, Bohle Glass Equipment and René Turck and Associates were positive about the 2010 show, both from an exhibitor and visitor point of view. Glass Expo Africa also presented an impressive line-up of local and international speakers to talk at its conference, titled: Let's Talk Glass in Sustainable Buildings.

In conclusion, the overall success of The Star Interbuild Africa 2010 trade show can largely be attributed to the continued loyal and firm support received from exhibitors and key local industry players, as well as industry institutes and associations.

Specialised Exhibitions is already preparing for the 2012 event and is positive that the show's growth will continue.



Positive response from exhibitors, good all round show

Abratool, Zeld Honeyball

“What a splendid, inspiring experience. A very successful, well attended expo that gave Abratool an opportunity to showcase new fully operational equipment to quality visitors.”

Afripipes, Tracy Pillay

“The exhibition was very beneficial to our company and we hope to exhibit at the next Interbuild Africa show.”

Regarding the new matchmaking programme...

Seskhona Airconditioning, Sibusiso Ndelu

“Your system is truly magnificent. A brilliant concept and we made some good contacts.”

SA German Chamber of Commerce

“It is a fantastic programme and we had some excellent meetings.”

Kudusolar, Koos Visagie

“What a fantastic system, had some really good meetings.”

Mix UK, Malcolm Reynolds

“What a fantastic idea, we don’t have anything like this in the UK – brilliant!”

Abacus Lighting, Mike Heath

Definitely need a programme like this over in the UK. Excellent programme.”

New Leaf Architects & Consulting, Matthew Friedland

“Fantastic facility for an exhibition to meet people.”





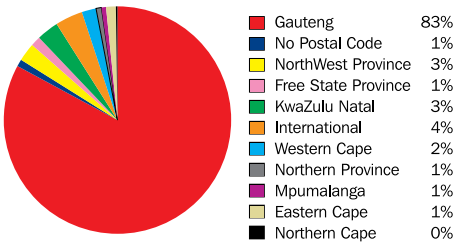
Facts and figures...

Based on the audited results of Interbuild Africa 2010

EXHIBITOR STATISTICS (All shows combined)

Total Visitors 8660
 International Visitors . . . 319 (from 48 Countries)
 Total Exhibitors 459
 Space Occupied (m²) . . . 10 714

REGIONAL DEMOGRAPHICS



International visitor attendance increased from 226 in 2008 to 319 in 2010. The total number of countries represented increased from 40 in 2008 to 47 in 2010.

INTERNATIONAL VISITORS

Angola	1	Malawi	4
Argentina	3	Mauritius	5
Australia	3	Mocambique . . .	12
Belgium	1	Namibia	10
Botswana	44	Netherlands	2
Brazil	2	New Zealand	1
Bulgaria	1	Nigeria	10
China	21	Poland	1
Cuba	2	Portugal	2
Denmark	3	Reunion	1
DRC	3	Romania	1
Ecuador	1	Spain	4
Egypt	3	Swaziland	15
Finland	1	Sweden	1
France	5	Taiwan	4
Gabon	1	Tanzania	6
Germany	12	Turkey	1
Ghana	4	UK	17
Hong Kong	2	Ukraine	2
India	6	United Arab	
Italy	7	Emirates	5
Ivory Coast	1	USA	5
Kenya	2	Zambia	17
Lesotho	24	Zimbabwe	40





Visitors at Interbuild Africa 2010

ACTIVITY OF ORGANISATION

Access Control	2.0%
Architects & Professional Practices	4.6%
Builders Merchants	3.3%
Building Contractor	8.1%
Building Products Manufacturers	5.4%
Cabinet Making	2.5%
Civil Engineering	4.1%
Cleaning / Hygiene	1.1%
Education	1.9%
Educational Institution	1.0%
Electrical / Lighting	3.8%
Furniture Manufacturing	2.4%
Government / Municipal	1.7%
Hobbyist	1.6%
Import / Export Public Retailing	3.0%
Industrial / Construction / Repairing Engineering	3.9%
Institution	0.7%
Interior Designers	3.2%
Kitchens, Bathrooms	3.8%
Low-Cost Housing	2.0%
Mining	1.9%
Plumbing	7.7%
Procurement	1.9%
Property Developers	3.5%
Retailer	2.2%
Saw Milling	0.7%
Shop Fitting / Manufacturing	2.0%
Structural Engineering	0.3%
Sub-Contractor	2.4%
Technology	2.4%
Timber Construction	2.1%
Wooden Door / Window Manufacturing	1.7%
Woodworking / Machinery Manufacturing	1.7%
Other	9.4%

JOB FUNCTION

Architect	3.7%
Building Contractor & specifier	6.0%
Building Inspector	1.9%
Buyer	6.2%
Civil Engineer	2.6%
Consultant/Advisor	4.0%
Designer/Draughtsman	3.5%
Educational	2.0%
Engineer	4.7%
Inspector	1.0%
Manager	11.8%
Marketing/Promotions	4.8%
Municipal Engineer	0.3%
Operations	2.4%
Owner/Managing Director	16.3%
Plumber	4.2%
Quantity Surveyor	2.0%
Sales	9.1%
Security Manager	0.5%
SHEQ Officer	0.7%
Supervisor/Foreman	1.7%
Technician/Artisan	2.7%
Town Planner	0.4%
Other	7.8%

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FRIGAIR

Positive response from exhibitors, good all round show

Maxiflex Door Systems, Bram Jansen

"We definitely had a good response and held good meetings with potential clients as well as existing customers. Nasrec is definitely the best venue for an exhibition. We have plenty leads to follow up on, so the amount and quality of visitors was good."

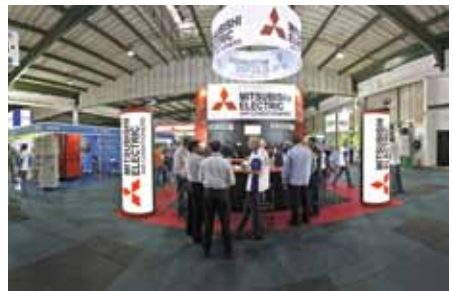
LG Air Conditioning, Lance Goldblatt

"Great to see the strength of support from both suppliers exhibiting and contractors/consultants/specifiers during such challenging economic times. Bodes well for the optimistic outlook for both the industry and, ultimately, the country. Good job – well done!"

* Visitors at Frigair Expo 2010

JOB FUNCTION

Architect	2.0%
Contractor	20.7%
Designer/Estimator	6.4%
Distributor	6.6%
Educator	1.5%
Engineer	17.3%
Environmentalist	0.9%
Processor	0.7%
Producer	2.7%
Property owner/developer	1.6%
Retailer	5.2%
SHEQ Officer	0.3%
Technician	15.9%
Transport manager	0.9%
Ventilation	3.7%
Other	13.7%



SAIRAC

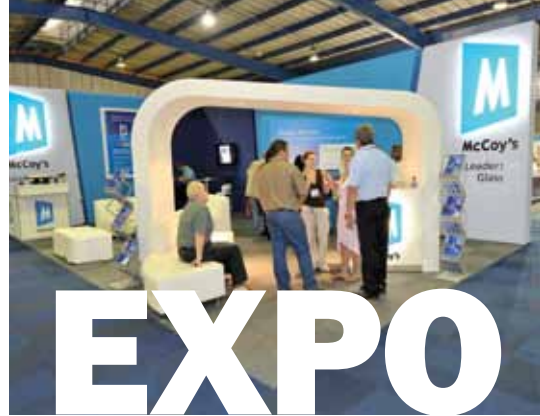
PRESENTS



2010
FRIGAIR
WORKSHOP & EXPO

AFRICA ONLY DEDICATED HEATING, VENTILATION, AIRCONDITIONING, REFRIGERATION & ENERGY EVENT

* Total visitors who identified themselves as Frigair 2010 visitors – 2.251



GLASS EXPO

Positive response from exhibitors

McCoy's Glass, Steve McCoy, firmly believes that Glass Expo Africa is here to stay, as it offers a unique opportunity for the glass industry to showcase its capabilities and highlight what South African glass companies are able to produce locally. "We want to secure our position as leaders in the glass industry on the African continent and the expo provided us with a unique opportunity to network with existing customers and meet new, potential customers. There is so much potential waiting on our doorstep," he says.

Wispeco Aluminium, Hermann Rolfes

"The Glass Expo Africa 2010 presented the ideal platform for Wispeco to launch and create awareness amongst specifiers and the public in general about its latest products and particularly Wispeco's range of energy efficient architectural aluminium products. Our stand was always busy – we will be back!"

Bohle Glass Equipment, Gavin Francey

"The Glass Expo Africa 2010 for Bohle was a success – again! The exposure cannot be measured. The new business opportunities that came our way make it all worthwhile! This year was quality, not quantity. We, together with the glass industry will make the 2012 Glass Expo Africa a good success."

Rene Turck and Associates, Sean Turck,

"Well done to the exhibitors who in trying times stepped up to the plate and showcased their products – and above all passion and commitment to an industry that is under great pressure. We are proud to have supported the Glass Expo Africa 2010 and I am confident that we as well as our customers will all ultimately reap the benefits of making the effort to interact with one another and overcome this downturn. The exposure amplified our commitment to our foreign guests, staff as well as to the local construction industry and I am hopeful that reiterated our commitment to building confidence in the market place."

PRESENTS



* Visitors at Glass Expo Africa 2010

JOB FUNCTION	
Aluminium Fabricator	10.8%
Architect	3.5%
Building Contractor & Specifier	7.6%
Building Inspector	1.0%
Designer / Draughtsman	3.3%
Glass & Aluminium Installer	8.5%
Glass Retailer	7.5%
Glass Wholesaler	6.6%
Glazier	4.8%
Educational	2.1%
Engineer - Facades	2.7%
Manager	9.4%
Municipal Engineer	0.3%
Owner / Managing Director	11.1%
Property Developer	2.3%
Quantity Surveyor	0.8%
SHEQ Officer	0.5%
Town Planer	0.5%
Other	16.8%

* Total visitors who identified themselves as Glass Expo 2010 visitors – 1,465



BOOK NOW FOR

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**INTERBUILD
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15 - 18 AUGUST 2012

**MTN EXPO CENTRE, NASREC,
JOHANNESBURG, SOUTH AFRICA**

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