

# futuroad expo

JOHANNESBURG

27.– 30.9.2017

## Africa international commercial vehicle show



messe frankfurt

# Road Transport and Commercial Vehicles: the spine of Africa's economy



The economies of all 58 states in Africa depend on road transport as the primary means of moving goods and people. Of these, the 44 states in the sub-Saharan African Region feature a significant number of rapidly-developing countries with no direct access to the oceans where the importance of road transport and reliable road transport support infrastructure assumes an imperative dimension.

Cross border transport corridors are the economic lifeblood of Africa. Further expansion of road transport infrastructure is essential to ensure economic growth and development of the Region, which is becoming increasingly integrated and dependent on regional economic cooperation and business activity.



## **Futuroad Expo Johannesburg 2017: bringing it together to make it happen!**

Brought to you by SA Shows Messe Frankfurt, it is a proud moment to present the most comprehensive trade fair and business platform for the Truck, Bus and Commercial Vehicle Body Sectors in sub-Saharan Africa, to take place at the Johannesburg Expo Centre, Nasrec, 27-30 September 2017.

Futuroad Expo Johannesburg is a comprehensive vertical business to business commercial vehicle trade fair, featuring displays, demonstrations, business matchmaking services and a fringe programme of industry conferences, workshops and training sessions, focused on the Commercial Vehicle Sector.



## Participate for Business Success: an indispensable part of your marketing programme

### Meet your target market at the Show

Targeting trade visitors from sub-Saharan Africa, Futuroad Expo Johannesburg presents a unique opportunity to:

- Meet existing and potential new clients, acquire new leads, make new contacts and use the trade fair for what it presents: a unique business opportunity to consolidate and expand your business in South Africa and the sub-Saharan African Region.
- The first and only truly international trade fair and business platform for the Truck, Bus and Commercial Vehicle Body Sector in the sub-Saharan African Region.
- An ideal venue for launching new products into the market.
- A test drive facility for truck demonstrations.
- Business Matchmaking services to optimise business contact.
- Stay abreast of the latest developments in product technology, road transport infrastructure development, fleet management and control, training and development at the Futuroad Expo Conference and Workshop Programme, an integral part of the Futuroad Expo Fringe Programme.

## Futuroad Expo Exhibitor Profile and Product Groups provide an inclusive business platform for the Commercial Vehicle Sector

- Manufacturers & distributors of new heavy, medium and light commercial vehicles
- Truck trailers & superstructures
- Liquid and bulk transport bodies
- Truck bodies & refrigeration
- Hoists, cranes
- Buses
- Mini-buses
- Luxury coaches
- Bus & coach bodies
- Specialised utility vehicles- ambulances, police vehicles, fire & rescue vehicles; waste compactors
- Specialised security vehicles
- Tracking , navigational systems
- Fleet management systems
- Home base refuelling systems
- Cross border services
- Service providers to the commercial vehicle sector
- Service providers to truck & bus fleet owners
- Cross Border Transport Infrastructure
- Media, trade associations and relevant stakeholders

### Co-location of Trade Fairs to optimise Business Synergies: unique and unprecedented!

Futuroad Expo Johannesburg will enjoy co-location with Automechanika Johannesburg 2017 (Automotive Aftermarket) and Scalex Expo Johannesburg (Logistics and Materials Handling) to optimise synergies in the industry sectors served by the three Trade Fairs. Automechanika Johannesburg 2017 will also, under licence from Messe Essen, feature a REIFEN Tyre and related products and services exhibition, enhancing the value proposition for both exhibitors and trade visitors beyond anything sub-Saharan Africa has ever experienced!

### The most valuable value proposition for the commercial vehicle sector

Be part of the largest and most comprehensive trade fair and business platform for the Truck and Commercial Vehicle Sector in sub-Saharan Africa; not to be an active participant is to miss out on the personal contact, business potential and opportunities that can only be unlocked at a trade fair of this stature!



# Contact Us

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