

AFRICAN
CONSTRUCTION
EXPO



TOTALLY
CONCRETE
EXPO



11 - 13 June 2019

Gallagher Convention Centre, Johannesburg, South Africa

Grow your business in Africa's multi-billion construction sector



Co-located with



INDUTEC PRESENTS
pumps, valves & pipes
AFRICA2019
11th International Trade Exhibition & Conference

Show highlights

3 Days

of exhibition and
networking

9,500+

Participants

250+

Exhibitors

45+

Countries

45+

Free training
workshops

Multi-billion construction projects in Southern Africa

3.7%

economic growth by 2020 projected for Africa by the World Bank

30.7%

of all ongoing projects in Africa are in Southern Africa

US\$89.7bn

value of ongoing projects in Southern Africa

7,000km

of roads to be rehabilitated in Angola

US\$153m

invested by the Namibian government to upgrade 210km of railway

US\$700m

set to commission Africa's longest suspension bridge in Mozambique

800,000 houses

to be delivered in Gauteng province, South Africa, by the end of 2019

Why exhibit and sponsor?



INCREASE YOUR SALES

Build a network of local agents and distributors who will resell your products across the continent.

PROMOTE YOUR BRAND

Stand out from the competition and place your brand in front of a highly targeted audience from the construction industry.

MEET KEY BUYERS

Engage with the top buyers from the industry attending the expo.

ENGAGE WITH INDUSTRY STAKEHOLDERS

Meet face to face with senior decision makers from the public and private sectors.

CONNECT WITH SMALL AND MEDIUM CONTRACTORS

Connect with this influential group of customers who play a big role in the sector.



Who attends the expo



Architects
Concrete Technologists
Consultants
Contractors (Small / Medium / Large)
Development Funding Institutions
Distributors and Retailers

Engineers (EPCs)
Facilities Managers
Foreign Mission Representatives
Government Officials
Interior Designers
Investors

Project Owners
Procurement Managers
Project Managers
Property Developers
Quantity Surveyors
Real Estate Owners

Targeted PR and marketing campaign

Our highly targeted marketing campaign delivers the right audience to the expo to ensure your brand is exposed to the professionals you want to meet. Below are only a few examples of marketing tools we utilise:

EMAILS

A targeted database of 45,000+ construction professionals in South Africa and the continent.

MEDIA PARTNERSHIPS

Partnerships with the most prominent media to promote the event to their readers.

ASSOCIATION PARTNERSHIPS

Collaboration with key industry associations to reach an even larger audience.

FREE EXHIBITOR MARKETING

Access to free marketing packages to exhibitors and sponsors to promote their brand alongside the expo.

DIGITAL CAMPAIGN

A professionally executed digital campaign focused on Google AdWords, LinkedIn and Facebook advertising.

PR CAMPAIGN

A targeted PR campaign delivered by experienced PR professionals to ensure extensive media coverage within the industry.



“We got a significant number of solid leads and enquiries, including some from Congo, Angola and Zambia, that will keep us busy for the next couple of months. The event truly enabled us to get a footprint into the African market.”

Rui Barbossa, Sales Manager,
Nu-Line Elevator Product

Six dedicated product zones

Buyers and specifiers want to maximise their time at the event and find the products they need with ease. By booking your stand in one of the six dedicated product zones you will meet the right audience.



Building Interiors & Finishes



Construction Tools & Building Materials



Mechanical, Electrical & Plumbing Services



Plant Machinery & Vehicles



Smart Construction



Windows, Doors & Facades

Features to attract even more visitors

Learning, capacity building and live product demonstrations are popular with visitors and present an extra opportunity for your brand's exposure



CONTRACTORS' CORNER

Capacity building and skills development opportunities specifically designed to empower small to medium sized contractors operating in the local built environment.

CONCRETE CORNER

Catering to users and specifiers of concrete, the concrete corner provides access to the latest technical innovations and concrete technology.

KNOWLEDGE LOUNGE

An interactive forum for technology and knowledge transfer amidst built environment professionals operating in the local construction marketplace.

ARCHITECTURAL ESSENTIALS CORNER

Providing progressive learning focused on transformation, promotion, and regulation for architectural professionals in the pursuit of excellence.

SMART CITIES

Bringing together thought leaders, technology providers and communication integrators who are driving forward the future of Africa's smart cities.

OUTDOOR EXHIBITION AREA

The outdoor exhibition area showcases large equipment and machinery and features live demonstrations.



Co-located event:

**TOTALLY
CONCRETE**
EXPO



Totally Concrete Expo takes place alongside the African Construction Expo and it is the only event in Africa dedicated to the concrete and cement industries.

Supported by key associations, media and government partners, the event is the perfect networking and knowledge sharing platform for professionals who operate in this sector.

Join the biggest international, regional and local brands who will showcase their products and services, and network with the widest audience of concrete and cement specialists in Africa throughout the three-day expo.

Professionals attending this event

Agents / Distributors
Architects
Civil Engineers
Construction Managers
Consultants
Concrete Contractors

Concrete Technologists
Contracts Managers
Foremen
General Contractors
Government Representatives
Masonry Contractors

Project Managers
Property Developers
Procurement Managers
Quantity Surveyors
Structural Engineers

Products featured

Aggregates
Cement and Admixtures
Chemicals and Additives
Concrete Solutions
Concrete Mixers
Concrete Pumps
Concrete Repair Equipment
Decorative Concrete
Formwork Solutions
Pre-cast Production

Proud member of:



Host media partner:

CONCRETE
trends



“Our stand has been getting bigger over the years: we brought more products and machines and by doing that we opened the doors to a bigger market. And Totally Concrete has opened the market for us”.

Colte Smit, Technical Sales Manager.
Sanika Waterproofing Specialists

Tailored exhibiting and sponsorship packages

Our exhibiting and sponsorship packages can be tailored to suit your budget and needs – see some examples below:

BRANDED VISITOR BAGS

Place your logo on the bag that will be distributed to all the expo attendees and ensure your brand is recognised not just at the expo but even long after it.

SHOW FEATURES

Take ownership of one or more of the sessions or even a whole feature area to deliver valuable content to the attendees and expose your brand to a specialised audience that you want to target.

REGISTRATION

Be the first brand that the attendees encounter when they arrive to the expo and see your logo throughout the show on printed lanyards. This is one of the most prominent sponsorship packages that will boost your brand.

KEYNOTE SESSION

Place your name alongside that of industry thought leaders attending and presenting at the keynote session and position your brand as an industry innovator and trendsetter.

Confirmed commercial partners for 2019

Join the industry leaders who know how to get brand recognition!

See some of the companies who are already onboard for the African Construction and Totally Concrete Expo 2019:



“Five years ago the Conchem brand was not very prominent, but now, thanks to the African Construction Expo, people know who we are and what we do”.

Graham Smith, Sales and Business Development,
Conchem



“This is a tremendous show in a great emerging market. We got over 100 customers, not just from South Africa, but also from West and North African countries”.

Aniruddha Banerjee, Senior Manager,
KHK Scaffolding & Formwork LLC

Contact us today

Get in touch with our team to get a tailored package designed for you.

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