

Tyrexpo Africa 2010 MEDIA RELEASE

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Late night Friday and Saturday opening for Tyrexpo Africa as show dates confirmed for 2010

Tyre and equipment expo to run from 4-6 March 2010

Tyrexpo Africa is to feature late night and Saturday opening for visitors when the show returns to Johannesburg in March 2010.

For the first time, the middle day of southern Africa's only dedicated tyre and equipment trade show will feature extended opening times to allow local traders to call in after work. The new schedule also means the show will include a Saturday for the first time, providing even more opportunity for visitors to attend without losing business time.

Opening hours will be 10.00 to 5.00 on Thursday 4 March, 10.00 to 8.00 on Friday 5th and 10 to 4.00 on Saturday 6th.

The third staging of Tyrexpo Africa will again take place at the Sandton Convention Centre, Johannesburg (SCC).

Confirming the details, Paul Farrant, managing director for show organiser ECI International, said: "We've listened to feedback from exhibitors and visitors and there was general agreement that extended hours on one of the show days and Saturday opening would provide real incentives for locally based businesses to come along in greater numbers.

"We have visited alternative venues in Johannesburg but concluded that overall the SCC offers the best professional facilities for exhibitors and visitors taking into account important areas such as exhibition floor loading, ease of public transportation, hotels, airport and local amenities"

The last Tyrexpo Africa in March 2008 featured 130 exhibitors from more than 60 different countries and attracted a healthy six per cent increase in visitor numbers compared to the inaugural event in 2006.

"Tyrexpo Africa is now firmly established on the international tyre and equipment calendar and we anticipate that the 2010 show will build on the importance of the southern African market to both domestic and international manufacturers, distributors, traders and buyers," confirmed ECI's Paul Farrant.

Full details of ECI's three international tyre and equipment exhibitions can be found at www.eciinternational.com

Ends

About ECI

ECI International is a privately owned exhibition business. In addition to Tyrexpo Africa, the company is the owner and organiser of Tyrexpo Asia in Singapore (March 2009) and Brityrex International in the UK (September 2009). For more information go to www.eciinternational.com.

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