

## **Tyrexpo Africa'08**

### **MEDIA RELEASE**

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#### **'Full house' signs go up as Tyrexpo Africa'08 sells out in Johannesburg**

The 'full house' signs went up at Tyrexpo Africa'08 this week as organisers of the international tyre and equipment show found room for a clutch of final exhibitors for the 4-6 March event in Johannesburg's Sandton Convention Centre.

Selling all of the available stand space means that the show will offer visitors around eight per cent more companies to talk to (over 100 in total) and ten per cent more floor space to cover, compared to the inaugural show back in 2006.

More than 20 different countries will be represented at the international gathering, with southern African, Chinese and Indian suppliers providing the largest numbers of exhibitors.

The demand for space and enthusiasm for staging the country's only dedicated tyre industry exhibition is endorsed by the views of Liana Shaw, editor of the event's locally based sponsoring trade journal, *SA Treads*.

"The need for our own exclusive show was borne out in 2006, at the conclusion of Tyrexpo Africa 2006, by local and international members of the industry who hailed the event a resounding success. By all accounts, the calibre of visitor to the first installment was of a high standard, which not only proved to be a valuable networking opportunity, but more importantly perhaps, provided a platform for forming new business relationships and ventures. If Tyrexpo Africa 2006 is anything to judge by, we're in for an equally successful outcome in March," she said.

Healthy visitor pre-registration figures from overseas delegates will be welcomed by exhibitors and boosted still further in the run-up to the show by local dealers attending the RMI conference, staged to coincide with the event. Interest is also strong in neighbouring Namibia, where members of the Motor Industries Federation of Namibia are being offered a tour package based on the exhibition by a leading local travel operator.

Rowena Suthers, sales director for exhibition organizer ECI, believes the show will be a great place to talk business, network and set up relationships that would be impossible to form without face-to-face contact. "There's really no substitute for speaking directly to prospective customers or suppliers and above all, Tyrexpo Africa will be a fantastic opportunity to meet new people and forge new relationships.

"With dozens of international suppliers heading for Johannesburg it will be a great opportunity for local dealers to catch up with the latest products and equipment from Europe, North America, India and China in particular. It will be a working show for serious tyre industry traders and we're delighted that the market has responded so enthusiastically to the concept," she said.

A vast range of tyres, accessories and workshop equipment will be on show with a special focus on OTR products for mining, construction and agriculture. The latest developments in the passenger, 4 x 4, SUV and LDV markets will also be represented, along with everything for those involved in retreading and repair.

Entry to Tyrexpo Africa is trade only and free of charge; full details and delegate pre-registration can be completed at [www.eci-international.com](http://www.eci-international.com) .

***Editor's note; the following exhibitors have confirmed their attendance as exhibitors at Tyrexpo Africa 08:***

Acten Marketing, Aeolus, AEI, Apollo International, Autotek Tyre Industrial, Balkrishna Tyres, Bandenmarkt, Bandag, CFP Tyres, Chaoyang Long March Tyre, Chemvulc, Double-Star Tire, Drive Craft Technology, Elgitread, Enercell, Esco, Exactra Inc, Favoursea Intl., Federal Tyres, Global Import & Export, Global Rubber Industries, Goodway Rubber Industries, Group de Conde, Guangdong Zhaoqing, Guizhou Tyre, Hangzhou Dikai Fabrics, Hangzhou Zhongce, Hatco, Haweka, Hercules, Hofmann Megaplan SA, Hunan Dasun Tyre, Imex Tyres, Infinity Tyres, Integrated Marketing, Jiangsu Feichi, J k Industries, Junma Tire Cord, Kargro, Koprulu General Trading, Koryo Tires, K.R.M Tyres, Kurt Leyser Agencies, Kyoto Japan Tire Corporation, Landmax International, Leaderquip, Leadertread, L-Guard (Hong Kong) Ling Long Tyres Sa, Lubrication Equipment (Pty), Magna Tyres Group, Malhotra, Maxxis Auto, Meyors Chemical, Midas, Mining Weekly, Monarch Vulcanising Systems, Muller Technik Do Brasil, Mondo equipment, Ningbo Junda I&E Co, Nitralife, Northwest Tyres, Pimex Gmbh, Pro-Tyre, Proximity Properties trading as Xtreme Enterprises, PRS Tyres, Qingdao Odyking Tyre Co, Qingdao Quizho Rubber, Qingdao Hengda Tyre, Rajmahaal International, Retreading Business, Road Ahead, Rodeo International, Rubber Asia, Rubberking Tyres India, SA Treads, SDS Systemtechnik Gmbh, Shandong Wanda Boto Tyre Co, Shandong Hengyu Rubber Co, Shandong Jinyu Tyre Co, Shandong Snton Steel Cord Co, Shandong Taishan Tyre Co, Shandong Yinbao Tyre Group, Shanghai Durotyre, Shanghai Roctyre International, Shenyong Jinhailing A/parts, Shifeng Juxing Tire, Shun Gin Rubber, Tire Co, Siam Pioneer Rubber Co, Sinotyre International Co, Snap-On Africa (Pty), Stamford Tyres, Suzhou Hengxiang, Syco Machinery (Pty), Synergy Tyres, Tandem Tyres, Tandem Tyres / Rhino King, Techking Tires, Tire Group Inc, Tubestone, Tyreman, Tyres & Accessories, Unipatch Rubber, Universal Rubber, Wheelquip.

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).

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