

**Thumbs up from exhibitors as Tyrexpo Africa'08 grows in stature**  
*- event organisers confirm that exhibition will return to Johannesburg in 2010 -*

**The second staging of the Tyrexpo Africa exhibition has been voted a success by exhibitor companies, who welcomed an increased number of industry buyers and delegates to Johannesburg's Sandton Centre at the beginning of March.**

Exhibiting for the second time at the show, Stamford Tyres European trading division – Sumo Firenza once again experienced a successful show with particular interest being shown in the Firenza range of tyres by visitors from both Africa and throughout the world.

Daniel Eng, Senior Manager – International Distribution comments, “Our stand was busy throughout the entire show and we met a lot of international buyers from such African countries as Zambia, Malawi, Tanzania, Mozambique, Lesotho, Swaziland, Morocco, Uganda and Zimbabwe plus many others from around the world.

“In my opinion this was a very good show that has helped to further endorse the Stamford and Sumo Firenza brands in South Africa and also promote the product base throughout the African continent that we can build on.”

Another of those to benefit was Danny Kirsten, sales director of South Africa's Chemvulc Marketing, which celebrated 30 years in business at the show. He said: “Being able to meet visitors from Africa and the surrounding islands face to face was a big plus as in some cases we were not aware of their business ventures. Another factor was that we were able to meet and conduct business with a number of suppliers from countries as far as Canada, Vietnam, India, Japan and China, without having to go over our own shores.”

A further satisfied business was Imex Tyres, who commented: “Our attendance at the expo has brought us major enquiries relating to various exports opportunities as well as new business prospects for our markets. We'll be back in 2010.”

And Srinivasan Ramamurthy, head of international marketing for Indian retreader Elgitread commented: “We were charged up on the second day of the show with quality enquiries from prospective customers and were able establish new contacts through this show. We look forward to participating in Tyrexpo Asia in 2009 to gain further mileage from ECI organised exhibitions.”

Another company who will be returning for the next show in two years time is Leen van't Hof of Dutch retreader and wholesaler Bandenmarkt, who has already confirmed a doubling of stand space for 2010. He said: “Participating in Tyrexpo Africa was a pleasure. After a first, hesitating event in 2006, this exposition was better visited, especially with delegates from other African countries.”

Joaquin Gonzalez, chief operating officer for Tire Group Inc of the United States, said he hoped the show would help expand his company's trading presence in the region:  
“The Africa show without a doubt was a complete success for us, due to the amount of new leads generated from it. This is a market we have done some on-and-off business but never on a consistent basis. Hopefully with this expo and the new leads generated, we can forge some great relationships and find some solid distributors to expand our brand.”

Independently audited figures released by show organiser ECI International confirm a healthy six per cent increase in visitor numbers, up to 2,478 compared to the inaugural event in 2006

130 exhibitors occupied around 5,000 sq.m of exhibition space in the Sandton Convention centre, with a 40/60 split between domestic southern African suppliers and those from overseas. China,

with 35 individual exhibitors, was the major presence, heading a truly international line-up made up of more than 60 different countries.

Rowena Suthers, sales director for ECI, believes that the exhibition is growing in stature after a second successful staging: "The general feedback from exhibitors and visitors was that the show was a good deal better than 2006 and certainly growing in stature. The second day proved the busiest and again exhibitor feedback recognised the quality rather than quantity of visitors, which is generally in line with our other events in the UK and Asia.

"We have been very encouraged by the feedback so far and will be working hard to continue its development as a major event in the southern African tyre industry calendar. Tyrexpo Africa will be back in two years time, in March 2010," she confirmed.

Exhibition stands at Tyrexpo Africa08 were of a particularly high calibre, reflecting substantial investment from principals, especially by Bandag, which celebrated its 50<sup>th</sup> anniversary at the show by winning the Platinum Award for Best Stand Design. Other winners were CFP Tyres, which clinched the Gold and Tandem/Techking Tyres and Tubestone, who shared the Silver award.

Overall, the show reflected a keen emphasis on OTR tyres for the important mining and construction industry in South Africa, although there was also a strong showing of passenger car and truck tyres. Retreading companies such as Leadertread, Imex, and Elgitread, recognised this trend by emphasising specialist materials for the OTR and earthmoving sector.

The workshop and depot equipment side of the business was better represented than in 2006, with a comprehensive presence from machinery and equipment suppliers including Leaderquip, Snap On, Wheelquip, Syco Machinery and Hofmann Megaplan.

The only consistent disappointment expressed by exhibitors and visitors was the absence of major domestic tyre manufacturers, who visited the show as delegates but did not feel able to support their industry by exhibiting.

*More...*

***Editor's note; the following exhibitors attended 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, Escoc, 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, Nitralfire, 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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