



# Expo highlights Africa's industrial potential

The SA Industry & Technology Fair 2013 (INDUTEC), a new 10-in-one industry and technology expo, taking place at Gallagher Convention Centre Midrand 14-16 May 2013, hopes to attract exploration by technology businesses from around the globe, especially in oil, gas and petroleum and the energy, water and manufacturing sectors.



"Governments and world business leaders are talking about Africa, calling it 'The New Asia'," says John Thomson, MD of Exhibition Management Services (EMS), organisers of the expo.

"African markets are the undisputed key to sales growth in 2013 and beyond. While the African continent overall will experience average growth of 5.25% in 2013, some of its nation state economies are growing at 10% or more per year. Worldwide interest in doing business in Africa is at an all-time high. Africa is not 'the Last Frontier'; it's the next frontier, with a fast-growing middle class consumer population that will need water, fuel and energy."

Africa's water-related technology market is expected to grow to US\$700-million by 2020 and its manufacturing market to \$200-billion. The energy sector market will grow to \$800-billion in the same period. The African market for oil and gas technologies will top \$3.6-trillion by 2020.

"The government's National Development Programme (NDP) has set aside R300-million for the improvement of the energy sector in South Africa in 2013/2014, and R4.7 billion towards installing five million solar water heaters by 2020; 1200 megawatts of renewable energy will also be sourced from independent power suppliers in the private sector. South Africa's R5.75 billion Manufacturing Competitive Enhancement Programme and the Preferential Procurement Policy Framework Act will also boost opportunities for international suppliers expanding their markets," concludes Thomson.

The shows combined events cover the industrial, technology and manufacturing sectors and include: Pumps, Valves & Pipes Africa, Watertec Africa, Petro.t.ex Africa and Energex Africa - as well as exciting new additions; Intermac Africa (machinery), Manutec Africa (manufacturing), Smart Automation Africa (process automation), Afriplast Expo (plastics), Industrial Greentec Africa (sustainable technology) and Empowertec Africa (small business). For more information, go to [www.exhibitionsafrica.com](http://www.exhibitionsafrica.com).

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