



THE FACILITIES SHOW AFRICA

6-8 September 2011, Gallagher Convention Centre Johannesburg

www.facilitiesshowafrica.com

Co-located with:



IFSEC SOUTH AFRICA
6-8 September 2011 | Gallagher Convention Centre | Johannesburg
AFRICA'S PREMIER COMMERCIAL SECURITY,
HOMELAND SECURITY & FIRE EXHIBITION



OSHEXPO AFRICA
6-8 September 2011 | Gallagher Convention Centre | Johannesburg
OCCUPATIONAL SAFETY & HEALTH

Organised by:

UBM Montgomery
(Pty) Limited



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The team behind the successful and established UK event, **The Facilities Show**, are launching its sister event into the burgeoning African facilities management market.

The Facilities Show Africa 2011 will focus specifically on the FM community within Africa, and will provide a unique route to market for local and international suppliers of products and services aimed at the senior FM decision-makers and buyers.

The inaugural show will bring together professionals from all industries looking to source and procure new products & services, learn from industry experts and network with peers – all in one convenient location.

The Facilities Show Africa takes place from 6-8 September 2011 at the Gallagher Convention Centre in Johannesburg and will run alongside IFSEC South Africa and OSH Expo Africa which focus on the security and occupational safety & health sectors respectively.



WHY SOUTH AFRICA?

As the economic powerhouse of Africa, not only is South Africa a critical emerging market, but also the gateway to other African markets, making this the ideal destination for a world-class event.

FM in South Africa has evolved significantly over the years and many local businesses are gradually embracing the concept of outsourcing FM activities for cost-effectiveness and greater efficiency which are key drivers for outsourcing.

Furthermore, with the South African government's commitment to nationwide infrastructure upgrades, the growth of public-private partnerships (PPPs) in SA is set to become a reality.

According to market research conducted by Frost and Sullivan, the increasing number of PPPs with facilities management requirements will increase the demand for FM services within the local public sector and accelerate the development of both sectors.

Frost and Sullivan's research concluded that the high demand for FM services is likely to expedite further formalisation and regulation of the facilities management market in South Africa.

New analysis from Frost & Sullivan on the South African Market for Facilities Management indicates that:

“ **The market earned revenues of \$587.3 million in 2008 and estimates this to reach \$1.1 billion in 2015.** ”

CO-LOCATED SHOWS

IFSEC South Africa has been running for over 10 years (previously as Securex) and last year saw over 5 800 security professionals attend. This year will see this event introduce a homeland security focus, attracting key decision-makers and influencers from the South African government looking to identify and produce the latest innovations and technology.

2011 will also see the launch of **OSH Expo Africa** which will bring together exhibitors showcasing the latest health & safety products, services, training and information.

The synergies between these three markets and their audiences is demonstrated time and time again during the annual IFSEC, Safety & Health Expo and The Facilities Show in the UK which attracts over 1 200+ exhibitors and 48 000+ visitors.

All visitors to the South African event will have free entry to the **OSH Expo Africa** and **IFSEC**, which will be co-located with **The Facilities Show**.



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WHY EXHIBIT AT THE FACILITIES SHOW SOUTH AFRICA 2011?

This event is your opportunity to target Africa's most advanced and richest economy and give you access to this largely untapped market.

Cost savings and efficiency are the key focus of any professional with facilities management in their remit. The sources of information available to the African market are **still fairly limited** and therefore this event offers a unique platform for products and services to be showcased to this brand new audience.

With new innovations and technologies emerging constantly, **The Facilities Show Africa** will enable suppliers to present their solutions in a business environment that will encourage new business, information exchange & networking opportunities.

EXHIBITOR PROFILE

Product and service providers offering the full spectrum of FM solutions – sectors including:

Air Conditioning	Mailroom
Building Controls	Maintenance
CAFM/Software	Office Supplies
Catering	Property Maintenance
Cleaning/Washroom	Recruitment
Electrical Products	Refurbishment
Electrical Testing & Compliance	Relocation
Energy	Removals/Relocation
Fire	Security
Furniture/Interior/Plants	Signage
Green FM	Single Service
Health & Safety	Storage
Heating	TFM
Interiors	Vending
IT	Ventilation
Lifts, Escalators & Cradles	Waste Management
Lighting	Water Coolers
M&E	Workwear/Uniforms

VISITORS AREA OF RESPONSIBILITY will include:

Facilities/Estates Management	Property Management
Contracting/Maintenance	HR
Energy/Environment	Office Management
Building Services/Engineering	Security
Health & Safety	Finance
Purchasing	Architecture

From sectors including:

Education
Health
Leisure/Hotel/Catering
Commercial/Office
Residential
Manufacturing/Industrial/Construction
Utilities
Government

GROWTH PROSPECTS FOR FM MARKET:

Increasing number of PPPs likely to drive growth of FM.

High demand, predicted to expedite formalisation and regulation of FM market.

In 2008, more than 10 concessionary agreements, that included FM requirements, were in varying stages of approval.

Most end-users are still unaware of benefits of FM, because FM market is still unrecognised as a formal industry.

Only 30% of FM is currently outsourced.

Demand in public sector is expected to contribute significantly towards the understanding of FM benefits and growth in all sectors.

Acceleration will result in the formation of several innovative businesses and job opportunities.

SOUTH AFRICAN FM MARKET IS COMPRISED OF:

Commercial Sector

Public Sector

Industrial End-user Sector

PROMOTIONAL CAMPAIGN

A focused and segmented promotional campaign will be implemented to attract high quality buyers; elements include:

- **EMAIL** A email campaign will be targeted at local and Southern African industry professionals.
- **DIRECT MAIL** A direct mail campaign will be aimed at key exhibitor clients via personalised invitations.
- **WEBSITE** As the main source of information for both exhibitors and visitors in the run up to the show, www.facilitieshowafrica.com is the platform to promote your company pre, during and post event. The extensive advertising inventory can be tailored to suit any budget and will allow you to gain exposure to the wider FM industry.
- **ABOVE THE LINE CAMPAIGN** A dedicated above the line campaign will extend the reach of the event to the wider business community.
- **PR, MEDIA & ASSOCIATION PARTNERSHIPS** We engage with the key industry bodies and media to provide a more tailored event that matches the requirements.

To book your stand, contact your local account manager today >

VENUE

GALLAGHER CONVENTION CENTRE

Conveniently located between Pretoria and Johannesburg, within the business hub of Gauteng, the Gallagher Convention Centre is one of Africa's largest conference and exhibition venues. It offers up to five exhibition halls, 10 000 parking bays and all the amenities that both visitors and exhibitors require. Visitors will also have the option of accessing Gallagher Convention Centre via the Gautrain and shuttle service.



ABOUT THE ORGANISERS

UBM Montgomery is ideally positioned to launch a successful event for the facilities management community in South Africa.

UBM Montgomery is a joint venture between UBM Live and Montgomery Worldwide.

UBM Live is a leading international provider of integrated media solutions working throughout various market sectors including facilities management, security, health & safety, energy and fire. UBM Live currently organises The Facilities Show – the UK's fastest growing FM event, which has seen unprecedented growth in both exhibitors and visitors over the last three years.

Montgomery Worldwide's South African subsidiaries, Montgomery Africa and Specialised Exhibitions, organise a wide variety of events including Electra Mining and Interbuild, the leading events in their respective industries.

Montgomery Africa is a leading exhibition and events company which partners with some of the industry's most prestigious international companies to launch, manage and maintain their events in an exciting and lucrative African market.

The Facilities Show Africa will have access to all these well-established local events marketing databases to drive both exhibitor and visitor numbers.

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