

# AfriMold partners with SA Automotive Week

Two of Africa's manufacturing trade shows; South African Automotive Week (SAAW) and AfriMold have announced a co-hosting agreement for 2014. Both shows will be hosted at Gallagher Convention Centre between 13-17 October 2014 at the Gallagher Convention Centre in Midrand, Johannesburg.



South African Automotive Week Working Group Chairman and National Association of Automotive Component and Allied Manufacturers of South Africa (NAACAM) Director Robert Houdet said the co-hosting arrangement was a logical step that was in the interest of the industry.

"The events complement each other and their co-habitation will boost value to industry participants and create an even more powerful showcase of South Africa's manufacturing capability," Houdet said.

## Hub of innovation

The AfriMold trade fair is a hub of innovation where local and international market leaders exhibit solutions for product development through - design, material selection, simulation, visualisation, engineering, CAE, CAD and CAM, rapid prototyping and tooling, patternmaking and prototyping, precision machining, mould-making, tooling, tools, machine tools, quality assurance and automation, as well as processing and finishing. South African Automotive Week is Africa's automotive intellectual gathering, focused on stimulating trade and partnership opportunities in manufacturing and related sectors. SAAW is the continent's showcase for manufacturers of vehicle components and Electric Vehicles.

"The synergies between these events are clear," says Ron MacLarty, MD of AfriMold. "By presenting them simultaneously, we are enabling the full spectrum of automotive, machining, engineering, tooling, manufacturing and related sectors the opportunity to discover all the latest trends, strategies and solutions under one roof. The combined event can now offer a broad engineering industry focus, with Auto remaining the core theme, and the focus expanding from the technology behind the car all the way through to the finished product ecosystem."

South African Automotive Week Director, Andrew Binning said South African Automotive Week would comprise several

activities including the trade show, technical or trade related workshops, a two day conference, site tours, an online match making programme and networking activities, including the NAACAM AGM on 16 October.

"We are pleased to be co-hosting South African Automotive Week with Afrimold, as the arrangement focuses even greater automotive interest, particularly international interest, on South Africa over that time and enhances the attractiveness of South Africa as a trading partner."

## **New business opportunities**

Both events aim to grow SA's manufacturing capabilities and global competitiveness, traditionally attracting local and international participants from across the design, materials, prototyping, tooling, conversion, assembly, testing, packaging, distribution/logistics and automotive sectors.

The increased B2B, networking and cross-sector new business opportunities presented by co-hosting the events is expected to benefit exhibitors and attendees alike.

"Not only will the combined event put South African innovators in touch with international manufacturers able to deliver on their product innovations; it also presents a key opportunity for local manufacturers to showcase their capabilities to the world," claims a statement from the organisers.

The combined event now boasts endorsements and support from major bodies ranging from the Automotive Industry Development Centre (AIDC), National Association for Automotive Component and Allied Manufacturers (NAACAM), National Association of Automobile Assemblers of South Africa (NAAMSA), the Retail Motor Industry Organisation (RMI) and the Department of Trade and Industry, through to Manufacturing Circle, the Institute of Foundrymen (SAIF), the Tooling Association of South Africa (TASA), Aluminium Federation of South Africa (AFSA), the Southern Africa Stainless Steel Development Association (Sassda), NFTN, Plastics | SA and 16 constituent member bodies, The Plastics Institute of Southern Africa (PISA), The National Tooling Initiative (NTI) and locally, the Gauteng Tooling Initiative (GTI).

In addition, University Design Competitions, Eco Speedweek, networking functions, site tours and a world class online match making programme will feature alongside the event. Eco Speedweek includes 'track day Friday', in which cars powered by alternative energy sources compete in an endurance race at Gerotek.

For more, go to [www.afrimold.co.za/conference.php](http://www.afrimold.co.za/conference.php) and [www.saaw.co.za](http://www.saaw.co.za).

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