

Machine Tools Africa 2017 launched ahead of bidding for space

Officially launched this week, Machine Tools Africa 2017 is set to be the biggest trade exhibition of its kind in Africa showcasing cutting edge developments across the machine tool and related industries. The launch took place at the MAN Building, Expo Centre, Nasrec in Johannesburg, and over 100 exhibitors engaged in a friendly bid to secure their prime exhibition space.

Machine Tools Africa 2017 has been launched in association with the Machine Tools Merchants' Association of South Africa (MTMA). Speaking at the launch was Hans-Peter Neth, MTMA Chairman, who spoke of MTMA's full commitment to ensuring an industry showcase that is inclusive and reflective of the South African machine tool market. Also speaking was Gary Corin, Managing Director of Specialised Exhibitions Montgomery, who have partnered with MTMA as Organisers of the show.

"It's an exciting day for us to be launching a stand-alone Machine Tools exhibition," says Neth. "The machine tools market has grown significantly over the past few years and is continuing to grow. The potential marketing and sales exposure for our exhibitors is significant and as a visitor experience it will offer great value."

"Quality tools and machinery are the backbone of the South African manufacturing industry. This important sector will take centre stage at Machine Tools Africa 2017 with all the latest innovations, products, services, technologies, trends and developments in machinery, tools, spares and technical support," says Neth. "We are planning to run the show every three years, which matches the general cycle of new machinery and equipment to market."

Machine Tools Africa has a long history. As a stand-alone show taking place every four years from 1977 until 1997, the show attracted around 12,000 visitors and reached 15 000m² in size. Large international pavilions were present from countries including the UK, Germany and Italy.

"Specialised Exhibition used to run these shows during this time and they were rated highly by both exhibitors and visitors," says Corin. "However, post 1997 the downturn in the market made a stand-alone show impossible and we agreed to not go ahead with a show in 2000."

Following discussions with Specialised Exhibitions, it was decided to revive the show in 2004 by holding it alongside Electra Mining Africa in Hall 9 at the Expo Centre.

“We agreed that Machine Tools Africa would run alongside Electra Mining Africa every four years from 2004 and that it would be officially endorsed by MTMA,” says Corin. “We kept Hall 9 specifically for Machine Tools Africa and the show was exceptionally well supported from 2004 through to 2012. It would have been due to co-locate again in 2016, but after lengthy discussions all parties agreed the market was strong enough to again support a stand-alone show.”

Several factors pointed to this decision. There was no longer enough space at Electra Mining Africa to accommodate the growing machine tool market. A dedicated show with additional space would enable participation across the many associated industries. It would also allow for industry relevant content on the floor in the form of technical seminars and for country pavilions to showcase new technology.

“With the three year lead time, companies will be given sufficient time to plan around the technical aspects as well as the financial investment of exhibiting,” concludes Corin.

Machine Tools Africa will take place at the Expo Centre from 9-12 May 2017 in halls 6 and 7, with the potential of growing into additional halls. Specialised Exhibitions Montgomery will provide a full exhibition service support structure in the organising of the show, including operations, logistics, marketing and sales support.

Manufacturers and suppliers will showcase a broad range of machinery, equipment, products and services involved in the machine tools cycle. This will include sheet metal and plate processing machinery, metal tube and pipe processing machinery, metal forming and metal cutting machine tools, machines for welding and for thermal and surface treatments, special purpose machinery for electrical and hydraulic, and mechanical, hydraulic and pneumatic driven devices. In addition, foundry and forging technology and equipment as well as bearing, gear generating, mould processing, manufacturing technology and equipment. Also in the spotlight will be robotics, mechatronics, automation hardware and software, additive manufacturing technologies, assembling, tools, parts and components, cutting tools and accessories, metrology, quality control, and systems for safety and environmental protection.

“It is important to us that the Machine Tools Merchants’ Association of South Africa is behind this exhibition. Not only does it provide a platform where we can demonstrate our strength as an association, but also to ensure that buyers know that purchasing a machine from members of the Machine Tool Merchants’ Association means peace of mind for the machine tool buyer. All MTMA Members subscribe to a strict Code of Ethics designed to protect buyers.”

Visitors to Machine Tools Africa 2017 will include all those involved in machine tools across various sectors including general mechanics, machine tools, mining, manufacturing, automotive, metallurgy, paper/pulp, research and engineering, aeronautics, aerospace, railways, energy, electronic and IT.

A series of free-to-attend technical seminars co-located with Machine Tools Africa 2017 will enhance the visitor experience and add value to the programme.

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