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GLOBAL OPPORTUNITIES AT THE GATEWAY TO AFRICA'S AUTOMOTIVE INDUSTRY

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PORT ELIZABETH • SOUTH AFRICA

INFORMATION SHEET

## About Port Elizabeth

Port Elizabeth is a large port city in the province of the Eastern Cape, the birthplace and home of Nelson Mandela. It is also home to 2 million people and considered to be the heart of automotive manufacturing in Africa.

Half of South Africa's passenger vehicles are made in the Eastern Cape and 51% of the country's motor exports originate here.

The Eastern Cape has long been home to the automotive Big Four: Volkswagen South Africa, Ford, General Motors SA and Mercedes Benz.

Optimal Energy has not yet decided on the exact location for the manufacture of its electrical car, the Joule, but they have decided to make it in the Eastern Cape. Hi-Tech Automotive, a specialist sports' car manufacturer with premises just outside Port Elizabeth, made the Joule that went on display at a Geneva car show in 2010.

The region has three harbours and two Industrial Development Zones with Africa's deepest port situated within the Industrial Zone in Port Elizabeth.

Port Elizabeth is known around the world for its malaria-free hunting and Big 5 game viewing. It is home to the world's best voted Safari Lodge in the world.

It also has some of the most beautiful and challenging golf courses, including the natural Links at Humewood.

The city has stretches of safe, warm white beaches and a thriving tourist industry and is the starting point of the country's famous "Garden Route" to Cape Town.

## Parts and components

The components manufacturing subsector in South Africa is a R50-billion business. The majority of production is for export to more than 70 countries, including Japan, Australia, the UK, US and such African destinations as Algeria, Zimbabwe and Nigeria.

Catalytic converters account for almost half of all component exports, but other key products include engines, silencers, exhausts, radiators, wheels and tyres, stitched leather car seat covers, car radios and axles, especially for heavy trucks.

About 150 automotive suppliers of various types operate in the Eastern Cape. Sectors include leather works, batteries, automotive tooling, catalytic converters, glass, lamps, radiators and alloy wheels. Foundries, such as those run by Murray & Roberts, supply the industry with cast iron and aluminium.

The motor industry began in Port Elizabeth in the 1920s and it was not long before tyre-manufacturing companies set up shop nearby. Firestone was the first and was followed by Goodyear and General Tyre (now Continental Tyre SA). Continental sells tyres produced at its R180-million factory, which employs 1 600 people, both domestically and internationally.

General Motors South Africa (GMSA) is a leader in producing catalytic converters, a thriving part of the automotive-parts sector. In fact, the Eastern Cape's now supplies 14% of the world market in catalytic converters. Among the other products exported by GMSA to Mexico, the US, Europe and Australia are seat belts and aluminium heat shields.

# Exhibition details

The Tradeshow runs over 3 and half days from Wednesday 10 October 2011 - Saturday 13 October 2011. Venue is the Moffet on Main Center, Basement Exhibition Floor, Walmer, Port Elizabeth, South Africa. Other activities include the SA Automotive Industry Golf Day, NAACAM AGM, Site Tour to OEM, FIFA 2010 Stadium, Deep water harbor and Industrial Zone, Gala Reception and OEM Procurement Director suppliers breakfast. The Trade Show can accommodate 445 exhibitors in 9sqm and bigger sized booths.

## Participation and Marketing

- The total budget for South African Automotive Week is R19m
- South African Automotive Week will be attended by up to 10 000 visitors.
- Note that this is a TRADE focussed show – dealing with component manufacturing and not a consumer show for the marketing of vehicles and concept cars to the public and media like Johannesburg International Motor Show.
- Up to R1m is allocated to subsidise and ensure the presence of international buyers to the Week.
- In order to drive participation from across the globe agents have been appointed in England (3), France (1), Germany (1), Asia (1) and Australasia (1)
- South African Automotive Week is also marketed at Trade Shows globally and through direct country visits.
- Based on the statistics of previous South African Automotive Week events the majority of participants (70%) to the Week have significant purchasing power eg above R500 000.
- Records show that 11% of exhibitors at the last South African Automotive Week in 2009 made deals to the value of R500 000 and higher.
- In the past up to 5% of participants were international and based outside of South Africa. Most participants represent the leading Tier 1 and 2 component suppliers to OEMS in Africa.
- All foreign participants will have free access to an online match-making system where they may set-up appointments with companies at the Week that they may want to talk to. Translators can be made available.
- Participants will also be taken on tours of an OEM in SA, Industrial Zone, Deepwater Port and FIFA Stadium and other globally acclaimed tourist attractions.
- South African Automotive Week is hosted by the South African industry and government and is the best place to consider and connect with the industry in Africa. Africa is a growing and potential lucrative market for international suppliers.
- **VERY IMPORTANT:** We have noticed at events around the world that foreign (and especially foreign language) exhibitors often are tucked away somewhere in a hall and do not have the resources eg translation services and chaperone to make their visit meaningful from a business perspective. Country pavilions at South African Automotive Week will be provided every resource, including chaperone and translator to ensure that exhibitors benefit the most from all the activities and opportunities of The Week.

### Special services to foreign exhibitors include:

- Meet at airport
- Personal transport to hotels, venue, site tours and other places of interest
- Personal accompanying translator and guide
- Special meetings with important organization like National Association of Automotive Components and Allied Manufacturers CEO, National Association of Automobile Manufacturers of Southern Africa (NAAMSA), the South African Ministry (Department of Trade and Industry) and others.
- Organised trip to world's top tourist attractions
- Opportunity to play Golf privately or with auto industry at top course.