

PRESS RELEASE

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EuroMold

World Fair for Moldmaking and Tooling,
Design and Application Development

December 1 – 4, 2010

Exhibition Center Frankfurt/Main



Afrimold premiere, August 16 – 18, 2010, in Johannesburg, South Africa

Successful concept of EuroMold expands to Africa

With the premiere of “Afrimold”, August 16 – 18, 2010, in Johannesburg, South Africa, DEMAT GmbH now launches its successful concept of EuroMold in Africa. In recent years South Africa has taken tremendous efforts becoming discretely, in terms of product development, tooling and mold-making. Due to increasing growth the successful concept of EuroMold is expanding to Africa.

Many European companies are present in South Africa. South Africa's major industries are automotive manufacturing, metal processing and machinery production. In addition, important trading partners are Germany, USA, UK and Japan. Based on this, Afrimold is now closing the gap between Africa and suppliers from Europe, USA and Asia. South Africa already serves as a hub and trading centre for Asia and South America. Domestic industry is greatly promoted, however active support from Europe and the USA is still required.

With “SA CO” as a partner, Afrimold will be held for the first time at Sandton Convention Centre, Johannesburg, on August 16 – 18, 2010. “SA CO” disposes a great network in South Africa and beyond the borders. Not least, the assistance of the “Toolmaking Association of South Africa” guarantees an excellent support for the premiere. In August international exhibitors can profit from European summer break for trade fairs and migrate to South Africa during its high season.

Afrimold will exert influence on neighbour states and strengthen its supply markets. Not least, EuroMold visitors from African countries have demonstrated a strong need of a local fair. Thus suppliers encounter their customers and can open up new markets that were previously difficult to reach.

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