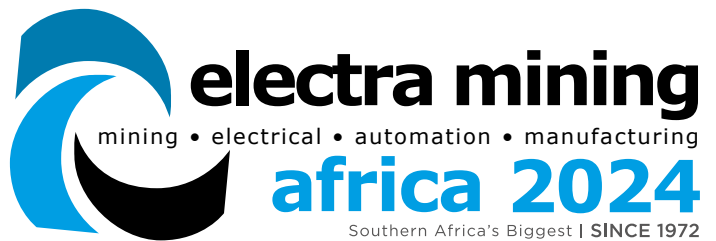


CONNECT with your FUTURE

In the areas of **Mining,**
Electrical, Automation,
Manufacturing, Power
and **Transport.**



2 - 6 SEPTEMBER

Expo Centre, Nasrec, Johannesburg, South Africa

YOUR 5-IN-1 TRADE EXPO



POST SHOW REPORT

NOW
INCORPORATING

 **LOCAL
SOUTHERN AFRICAN
Manufacturing Expo**
Industry » Construction » Mining » Agriculture » Power



www.electramining.co.za

explori

Ranked in the top 2% of all trade visitor
events benchmarked by Explori!

*Performance of Electra Mining Africa 2024 was measured
by online feedback surveys deployed by the Explori platform.

Organised by:

1895 **MONTGOMERY GROUP**
SPECIALISED EXHIBITIONS

PUTTING INNOVATION

in the spotlight & setting

NEW RECORDS

Electra Mining Africa 2024 set new records this year as it celebrated being the biggest-ever show in its history!

950 Exhibitors

occupied

40,000m²

of net exhibition space

6

Exhibition
Halls

4

Extensive Outside
Exhibition Areas

with just under **40,000** visitors



The number and quality of the local and international visitors that come through to the show was impressive. Visitors from across the industry sectors represented at the show - mining, electrical, automation, manufacturing, power and transport - were looking for the latest products, innovations and technologies. And they weren't disappointed by what they saw; exceptional levels of innovation were showcased at this year's Electra Mining Africa.

The success of the 2024 show was also reflected in the **75% of exhibitors** who booked to exhibit at Electra Mining Africa 2026 even before the close of the 2024 event!

As the largest show of its kind in Southern Africa and one of the largest mining and industrial shows globally, Electra Mining Africa has built its reputation as a platform for trade; the place where buyers and sellers meet to do business, contributing to the stimulation of trade in the industrial, manufacturing and mining industries. In the months following the show, many sales will be concluded and products exported internationally.

We have a great team who worked really hard to ensure the success of this year's show, but it was also due to the collaboration we have with the industry associations, our sponsors, the trade media, suppliers, and of course, our exhibitors.

Specialised Exhibitions
Charlene Hefer
Portfolio Director

FACTS and FIGURES

39,885+

visitors over **5 days**

+ 1,541
premier visitors

40,000m²

of net **exhibition space**

433

media
visitors



63

top
speakers



43

free-to-attend
seminar topics



58

worldwide
countries

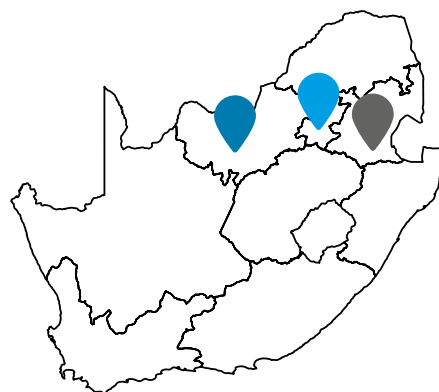


346

platinum
visitors



visitors by **GEOGRAPHICAL AREA**



Gauteng	82 %
Mpumalanga	6 %
Rest of SA	5.2 %
Northwest	4.5 %
International	2.3 %

“

Our objective at Electra Mining is twofold: to build our brand and to connect with our end users. Here, we are able to get feedback from them, to understand their challenges, and to make sure we are continuously evolving and developing our product range to meet these needs. We have had very good quality visitors and interesting visitors from Africa who are looking to source products.

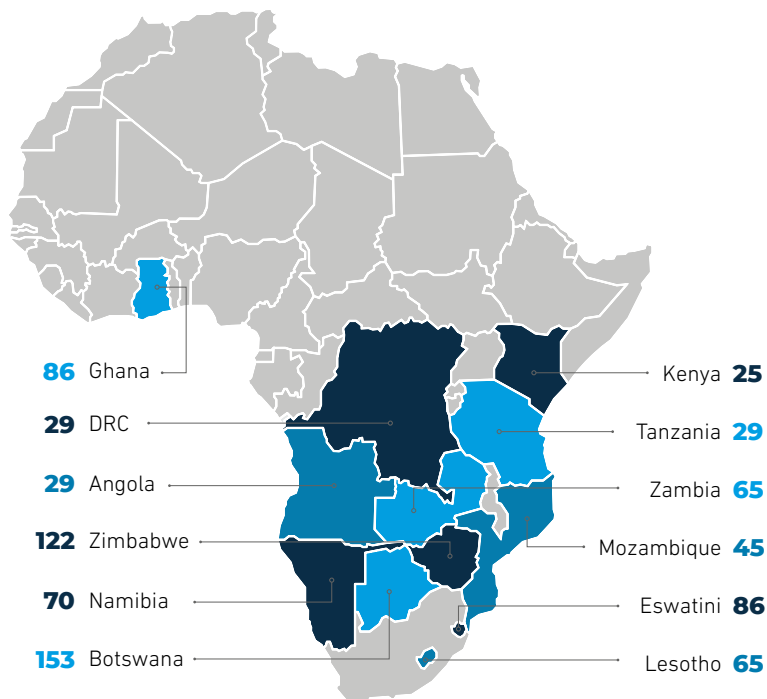
”

Dromex
Andrew Marsell
Head of Marketing





visitors from TOP AFRICAN COUNTRIES



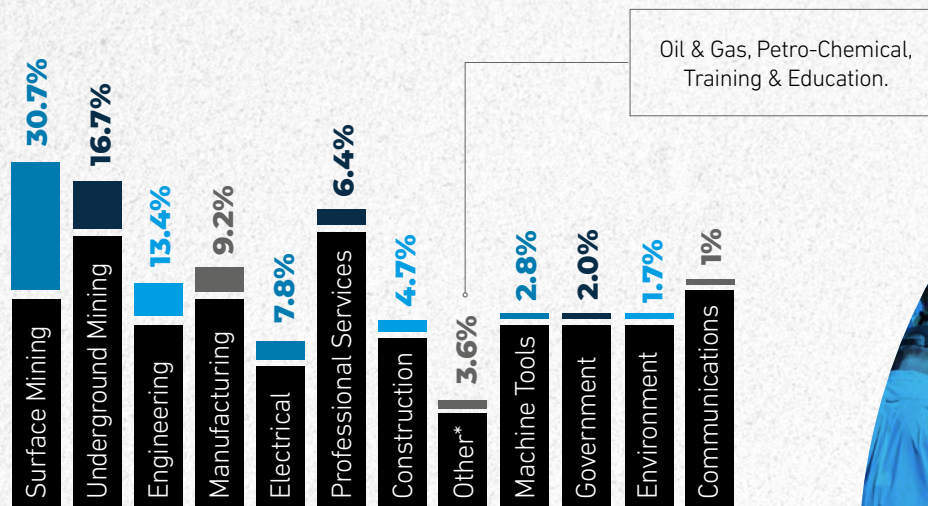
“ We have always participated in Electra Mining Africa so it is fitting that we tied our 50-year anniversary celebrations to the show this year. We have suppliers coming from around the world to Electra Mining and various events for this week. The show creates an awareness around our brand and allows us to build relationships with our suppliers and customers. ”

BMG
Barry Mason
General Manager

“ We are at Electra Mining to show support for our existing clients in the mining industry and the related industries, such as manufacturing. Then we are targeting potential customers, who are really the exhibitors themselves, not really the visitors. It has definitely been worth our while, and the brand exposure has been very good for us. ”

FNB
Simon Woodward
Deal Maker

visitors by BUSINESS ACTIVITY



WHAT some exhibitors HAD TO SAY



“ We showcased our latest technology, local manufactured equipment, and some of the digital transformation systems that we have, and we met our objectives. We had good numbers on our stand and there was a lot of interest - and good leads - in our local manufacturing products. ”

Epiroc SA
Saltiel Pule
*Regional Sales Manager:
Underground*

“ We have always been at Electra Mining, since 1973. We come to the show to reassure our customers that we are here for the long haul and to showcase our full spectrum of products and services. This year has been very busy, with good quality visitors on the stand. Our stand this year is completely recyclable and made out of cardboard. We have made a concerted effort to be as sustainable as possible. ”

Multotec Group
Vivian Murray
Group Marketing Manager

“ This year our stands comprised two divisions, underground mining and surface mining. We came to the show for brand awareness, and we feel we accomplished that. We have had a great week at Electra Mining with a large number of visitors. It is great to be back, and we will be back for the next show. ”

Komatsu Mining
Cindy Bailing
*Marketing, Branding
& Communications Manager*

INTERNATIONAL visitors by COUNTRIES

■ Angola ■ Australia ■ Belgium ■ Botswana ■ Brazil ■ Burkina Faso ■ Cameroon ■ Canada
■ Chile ■ China ■ Czech Republic ■ DRC ■ Egypt ■ Eswatini ■ Finland ■ France ■ Germany
■ Ghana ■ Guinea ■ India ■ Italy ■ Ivory Coast ■ Japan ■ Kazakhstan ■ Kenya ■ South Korea
■ Lebanon ■ Lesotho ■ Madagascar ■ Malawi ■ Malaysia ■ Mali ■ Mauritius ■ Morocco
■ Mozambique ■ Namibia ■ Netherlands ■ Nigeria ■ Pakistan ■ Peru ■ Poland ■ Portugal
■ Russia ■ Saudi Arabia ■ Seychelles ■ Sierra Leone ■ Spain ■ Sweden ■ Taiwan ■ Tanzania
■ Thailand ■ Turkey ■ UAE ■ Uzbekistan ■ UK ■ USA ■ Zambia ■ Zimbabwe



58 visiting
countries



view our
visitor testimonials

If you want to grow your business efficiently and effectively, Electra Mining Africa is the place to be. It's your opportunity to meet thousands of potential customers all under one roof.

visitors by **JOB FUNCTION**



23%
Engineering



4.6%
Technician



14.4%
Director/Owner



3.5%
Project Manager



13.8%
Sales



2.5%
Foreman



8.9%
Buyer/Purchasing/
Procurement



24.5%
Other*



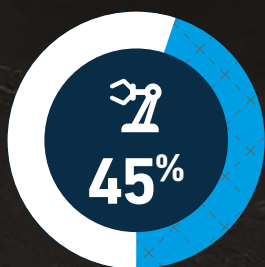
4.8%
General Manager

*CAD Manager, Government Official, Loss Control Manager, Machinist, Metallurgist, Mine Manager/Supervisor, Mine Captain/Shift Boss, Plant Manager/Supervisor, Mold Designer, Press/Media, Programmer, Production Manager, Quality Control, R&D, Tool & Die Maker, Tooling Supervisor, Training Manager/Officer.

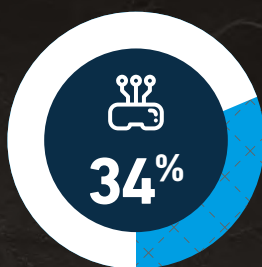


of visitors make or influence **purchasing decisions**

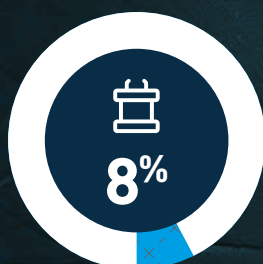
TOP REASONS for visiting



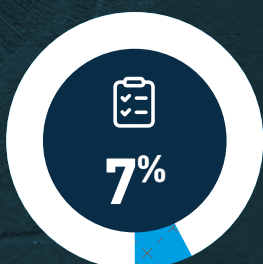
to source new products
& services



to update on latest industry
trends & technologies



to attend seminars
or conferences



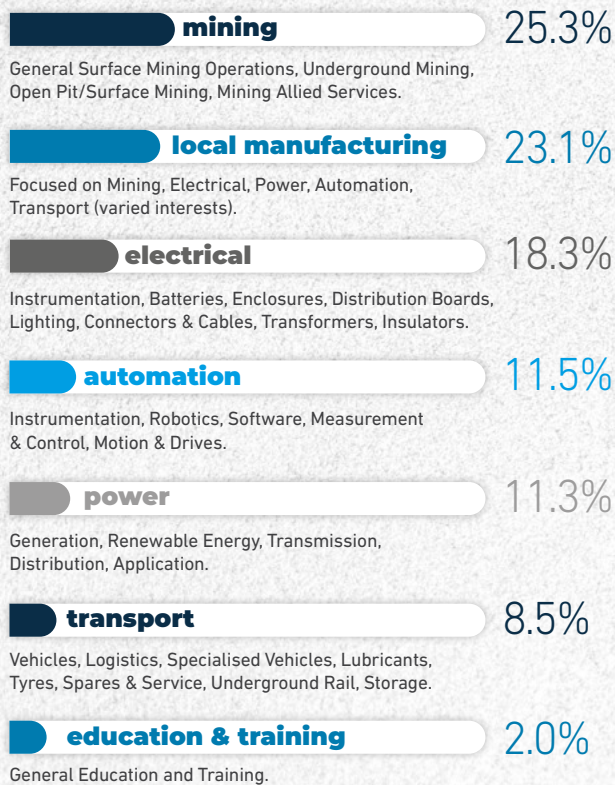
to evaluate exhibiting
in the future



to find new suppliers
& distributors



visitor interests BREAKDOWN



WHATSAPP SUPPORT SUCCESS

Click here to view the



Electra Mining Africa WhatsApp Concierge Service Video

57 863

Total number of WhatsApp messages sent or received over the 5 day period*

+6,000

Total number of event docs requested, from site maps to catering info.

Visitors using the WhatsApp Concierge Service used the app for three main reasons:

Navigation

People looking for directions to certain exhibitors or event areas.

Exhibitor listings

Requests for all the exhibitors in a certain category.

Services

Requests for shuttles, wifi, catering info.

SHOW features



SAIMechE FREE-TO-ATTEND SEMINARS

Industry specialists presented key topics aligned with the theme days at the 43 free-to-attend seminars across the 5 days of Electra Mining Africa. The seminars were hosted by the South African Institute of Mechanical Engineers (SAIMechE).



LEEASA LIFTING EQUIPMENT CONFERENCE

The Lifting Equipment Engineering Association (LEEASA) and Lifting Africa ran a two-day highly educational and interactive event where participants could network with other players in the Lifting and related industries.

LEEASA FORKLIFT COMPETITION

Lifting Equipment Engineering Association of SA (LEEASA) and Lifting Africa invited businesses and skilled forklift operators to participate in the prestigious Forklift Driver of the Year competition. This renowned event celebrates the skills, dedication, and safety consciousness of forklift operators across the industry.



SACEEC INNOVATION AWARDS

The New Products and Innovation Awards competition, which is organised together with the South African Capital Equipment Export Council (SACEEC), saw numerous entries from local and international exhibitors. The standard this year was very high and an exceptional level of innovation was showcased. Congratulations to all the winners!

Electra Mining Africa partnered with Explori, a global event benchmarking platform, to measure our performance against industry standards.



Explori compares

2,500+ trade events worldwide with
60+ in our sector, using standardised surveys.



5 000
visitor responses

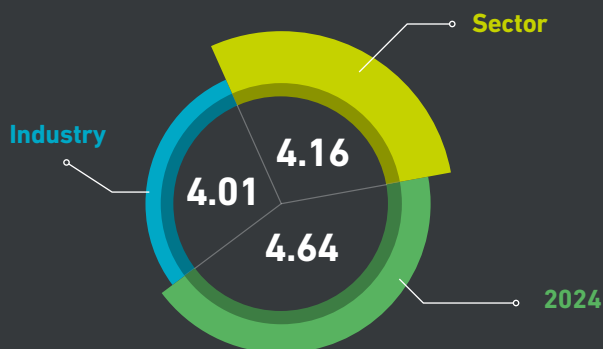
(well above the
10% industry norm)

The **Explori** rank places events on a **0-100 scale**, showing how we perform against others. **Electra Mining Africa** ranks in the **top 2% of all trade visitor events**, confirming its value for exhibitors and visitors alike.



overall VISITOR SATISFACTION

Visitors were extremely satisfied with this year's event, with double the industry standard stating they were very satisfied*. As a result, the event ranks within the **top 2% of all trade visitor events** benchmarked by Explori for this metric.



Explori Rank - 98%

95% of visitors said they were very or fairly satisfied with the event

extremely satisfied **70%**

net PROMOTOR SCORE

Electra Mining Africa achieved an NPS* of +78, which is above all respective benchmarks (3 in 5 visitors gave a score of **10 out of 10** – almost double that of the Industry and Sector Norms).



Explori Rank - 99%

*(NPS ratings can be between -100 and +100)

total spend RAND & INFLUENCE ON PURCHASING

As a result of attending, visitors expect to spend in excess of R350k.



 **7/10**

visitors stating they met suppliers they wouldn't have otherwise met.



of surveyed visitors said they were considering purchasing items/placing orders that they wouldn't otherwise have considered



said that although not purchasing now, there were some plans to spend some quite significant amounts of money in the future as a result of this event.



This represents the impact of the event has on **future purchasing** and **new business** in the future.

EXPLORI exhibitors research



15.2% Exhibitor Response Rate

well above the 10% industry norm



1 159

completed surveys

= Results provide a strong industry comparison

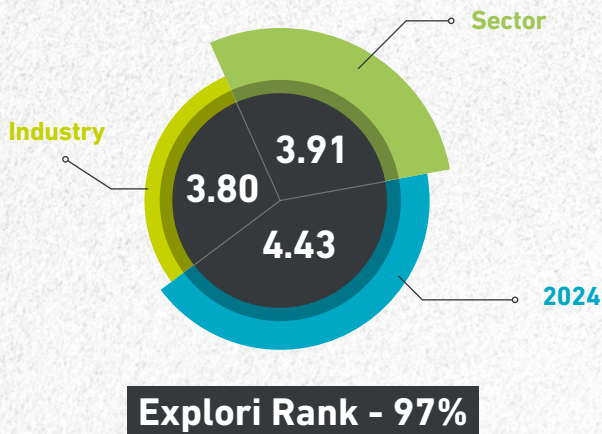
The **Explori** rank places events on a **0-100 scale**, showing how we perform against others.

Electra Mining Africa ranks among the **top trade exhibitor events globally**, reinforcing its value and impact for businesses.



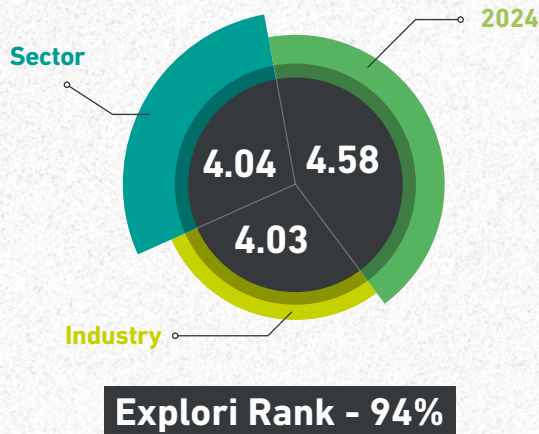
overall EXHIBITOR SATISFACTION

9 IN 10 EXHIBITORS were fairly or very satisfied with this year's event, those stating '**very satisfied**' (**57%**) was almost double that of the Industry and Sector benchmarks, and in the **TOP 3%** of all events that Explori surveys on this metric.



likelihood OF RETURN

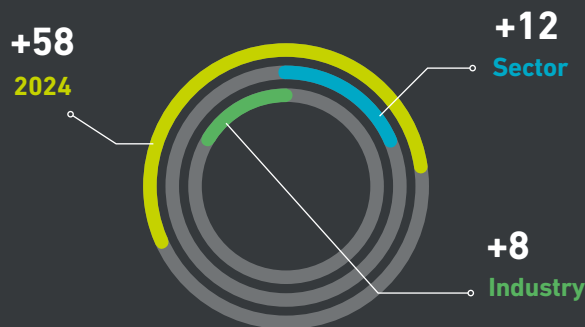
9 IN 10 EXHIBITORS anticipate returning to Electra Mining Africa in 2026, resulting in an average which is notably above both respective benchmarks.



net PROMOTOR SCORE

A Net Promotor Score of +58 is ranked within the top 2% of trade exhibitor events benchmarked by Explori for this KPI, with half stating they would be extremely like to advocate the event to a friend or colleague – almost double that of the benchmarks.

Explori Rank - 98%



*(NPS ratings can be between -100 and +100)

value of sales EXPECTED & RETURN ON INVESTMENT

As a result of exhibiting at Electra Mining Africa 2024, exhibitors anticipate to sell in excess of R5m in the next year and display a higher return on investment than the industry standard (higher than Explori tend to see).

Good to excellent return on investment is expected*



*63% of those completing the survey



Exhibitors were overly positive about their experience at the event, especially in terms of their ability to network, forge business opportunities & increase brand awareness to a variety of visitors.

a big
THANK YOU!



We would like to thank all our sponsors, industry associations and media partners for their support at this year's show.

PLATINUM SPONSORS:



GOLD SPONSOR:



SILVER SPONSORS:



SPONSORS:



ASSOCIATIONS:



OFFICIAL MEDIA PARTNERS:



MEDIA PARTNERS:



7 – 11 September

Expo Centre, Nasrec, Johannesburg

9am – 5pm daily

YOUR 6-IN-1 TRADE EXPO



Speak to our Sales Team

Shalane Vorster, Exhibition Manager

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Cell: +27 (0)60 956 3510
Email: matt.louw@montgomerygroup.com

A World of Opportunity

Where business communities connect, transact, and grow

The Opportunity You Can Trust

If you want to grow your business efficiently and effectively, there's only one place to be. Electra Mining Africa 2026. Since its inaugural show in 1972, the Electra Mining Africa platform has grown from strength to strength, refining its offering to best connect business and opportunity.

With its over five decades of success, businesses trust Electra Mining Africa to deliver. As the biggest mining, electrical, automation, manufacturing, power and transport trade exhibition in Southern Africa and one of the largest mining and industrial shows in the world, it continues to deliver results. It's the place to be if you want to make better connections, build stronger relationships, generate quality sales leads, and position your business to grow.

BOOK YOUR STAND TODAY!

Organised by:

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SPECIALISED EXHIBITIONS



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