



## SAITEX

### SAITEX 2009

### VISITOR DEMOGRAPHICS

The co-located SAITEX and Africa's Big seven events attracted 401 companies from 39 countries. They showcased 392 product categories featuring 2117 different items.

The combined attendance was 12708 visitors from 45 countries. Those visitors specifying their main reason for attending was to attend SAITEX – 5166 from 23 countries.

Visitors Seniority – 65.80 % were Owners, MD's, Directors or Members of a Company or cc.

Visitors Purchasing Power – 57.39 % could authorize a purchase, 5.85 % could specify a purchase and 18.10 % could recommend a purchase.

#### Visitor Profile

- |    |              |         |
|----|--------------|---------|
| 1. | Entrepreneur | 24.2 %  |
| 2. | Distributor  | 17.8 %  |
| 3. | Manufacturer | 16.6 %  |
| 4. | Importer     | 14.4 %  |
| 5. | Retailer     | 13.24 % |
| 6. | Exporter     | 12.81 % |
| 7. | Agent        | 11.52 % |
| 8. | Wholesaler   | 10.28 % |

Note: some visitors recorded multiple interests

#### Visitors reason for attending SAITEX

- |    |   |         |
|----|---|---------|
| 1. | Looking for new business                        | 48.97 % |
| 2. | Networking with other businesses                | 41.19 % |
| 3. | See what's new on the market                    | 38.74 % |
| 4. | Wanting to make International business contacts | 37.49 % |
| 5. | Looking to start a business                     | 20.32 % |

Note: Some visitors recorded multiple interests

#### Visitors primary Business Sector interests (TOP 15)

1. Food beverage & catering
2. Fastmoving consumer goods
3. Retail ready products

4. Building and construction products
5. Manufacturing technologies
6. Manufacturing machinery & equipment
7. Electrical and electronic products
8. Textiles and clothing
9. Engineering good & services
10. Finance and business
11. Footwear and leather products
12. Industrial goods
13. Stationary
14. Hardware
15. Office Equipment

Which electronic newsletter does visitor see?

1.	Biz Community.com	21.55 %
2.	The New Business Opportunity Mailer	14.62 %
3.	South African Home Business Association	12.47 %
4.	Bizassist.co.za	10.36 %
5.	Consumer Goods Council of SA	6.92 %
6.	SA Bizops.co.za	6.88 %
7.	Cape Business News	4.17 %
8.	The Bizmarts Newsletter	3.4 %

Which magazine does visitor read?

1.	Business Opportunities	34.09 %
2.	Entrepreneur	33.58 %
3.	Succeed	26.44 %
4.	Your Business	22.53 %
5.	Opportunity	7.44 %

Which newspaper does visitor read?

1.	The Star	49.10 %
2.	Sunday Times	45.01 %
3.	Business Day	24.03 %
4.	The Citizen	22.66 %
5.	Junkmail	9.97 %
6.	Big News	7.27 %
7.	Beeld	6.62 %