

Strong finish to 2008 Goldfields Mining Expo

The 2008 Goldfields Mining Expo has recorded a strong finish, with show visitor numbers substantially ahead of those for the previous exhibition in 2006.

According to Reed Exhibitions, which manages and organises the event in joint venture with GME owner the Kalgoorlie-Boulder Chamber of Commerce and Industry, interim unaudited figures for the three-day event indicated that a total of 4328 visitors (excluding children and other accompanying guests) attended the show.

This represents a 15% increase on visitor numbers compared with GME 2006.

“Reports from exhibitors indicated that the majority of them experienced a good show,” said Soren Norgaard, Reed Mining Events’ exhibition manager.

“Certainly some observed to us that they felt visitor numbers were less than they expected – but these numbers were spread out over a show that had nearly a 50% bigger footprint than in 2006.

“In addition, a frequent comment made was that GME attracted a high proportion of interested, committed visitors with a genuine interest in the industry and the products on display,” he said.

“We had a number of exhibitors who made significant sales from their attendance at GME, ranging from several thousand dollars to potentially over \$1 million for one exhibitor.”

Hugh Gallagher, CEO of the KBCCI, said he was very satisfied with the quality and diversity of the visitors that came through the gates.

“Visitors ranged from the hard core of mining, to those in the services sector. We also had some very senior corporate visitors come to GME this year.

“In addition, we had WA’s new Minister for Mines, Norman Moore, visit the exhibition on Wednesday, followed by a WA cabinet visitor, Graeme Jacobs, the Minister for Water, who engaged with exhibitors who can make a difference to the state’s water supply industry,” said Gallagher

“Minister Jacobs spoke to a number of people in the pumping sector, and got so much information from exhibitors here about the realities of storing, transporting and treating water, and the latest technologies associated with that.

“Overall, many exhibitors I spoke to during GME were satisfied with their investment in coming here – although we will always have exceptions.”

And he said that international exhibitors at GME had found it a very positive experience.

“A number of international exhibitors we had at GME, including those from South Africa and India, made it clear to me that they now have a much better understanding of the mining culture in this region.

“I’ve not heard such a strong theme expressed in that aspect of this event before.

“To me, that reflects people are coming here to help them understand the Australian mining industry, the people who do or could use their products,” said Gallagher.

“It’s also opened the lines of communication, so that when they go back home they now have people back in Australia they can get on the phone and talk with.”

Gallagher said that the current global financial situation had definitely impacted on GME.

“Most exhibitors would have booked their sites at GME when the industry was still experiencing very buoyant conditions; before they came here, they would have had an expectation of a continuing strong economic cycle.

“But the fact is that this event came at a time when the world economic environment has taken a massive hit.

“Exhibitors’ planning and what they were looking to achieve would have gone out the door, and they have had to adapt their plans and intentions,” he said.

“I have no doubt whatsoever that, if the economic environment had been the same as it was only a month ago, the attitude of those who visited the show – and those who didn’t visit it – would have been fundamentally different.

“But despite this, it was still gratifying to see business being done, orders being placed and plans being made to ensure the on-going health of the Goldfields and surrounding regions’ mining sector,” said Gallagher.

The three-day event – held in generally mild conditions, with temperatures in the low to mid 20s – featured a total of 320 exhibitors, with net area of 10,500 sq m.

Exhibitors ranged from large multi-national companies, such as Sandvik, Volvo, JCB and Caterpillar, to small family-run operations. Exhibitors included local suppliers of products and services, Australian-based manufacturers, as well as international manufacturers and suppliers.

These included a South African Pavilion, incorporating 10 suppliers from that country.

Winning stands were:

Less than 36 sq m: Hella Australia.

Over 36 sq m: Globe Drill.

Most outstanding presentation: South African Pavilion.

GME 2010 will return to Kalgoorlie in two years’ time, and will be held from October 26-28.

Exhibitors & Visitors: Reed Exhibitions, Chris Ghosh, ph (02) 9422 2518, email chris.ghosh@reedexhibitions.com.au, or Peter Thompson, ph (02) 9422 2472, email peter.thompson@reedexhibitions.com.au, website www.gme.reedexhibitions.com.au.

Media: Spitfire Communications, Mark Cherrington, ph 0419 236 704, email mark.cherrington@spitfirecommunications.com.au.

ABOUT REED EXHIBITIONS – AUSTRALIA

Reed Exhibitions is the world’s leading organiser of trade and consumer exhibitions and excels in creating high profile, highly targeted business and consumer exhibitions to establish and maintain business relations, and generate new business. From its offices based in Chatswood NSW, Reed Exhibitions runs over 20 events each year in NSW, Victoria, Queensland, South Australia and Western Australia covering a broad range of industry sectors. Globally, Reed Exhibitions runs over 460 events in 38 countries, bringing together over 90,000 suppliers and more than 5.5 million buyers. With 2,300 employees in 33 offices around the globe the company serves 52 industries worldwide. Its network of offices and promoters extends to 45 countries. Reed Exhibitions is a division of Reed Business Information Pty Ltd.