

African Construction and Totally Concrete Expo crowned at annual Expo Awards

The African Construction and Totally Concrete Expo 2017 won Best Trade Exhibition at the 2nd annual AAXO ROAR awards held on Thursday 1 February 2018.

CAPE TOWN, WESTERN CAPE, SOUTH AFRICA, February 5, 2018 /EINPresswire.com/ -- Cape Town – The African Construction and Totally Concrete Expo 2017 won Best Trade Exhibition in the 6 000 to 12 000 metres squared category at the 2nd annual AAXO ROAR awards held on Thursday 1 February 2018 at the Ticketpro dome in Johannesburg.

“

This is great acknowledgement for our phenomenal team and a supportive built environment sector both of whom who have worked tirelessly to support the development of a world class event.

”

Tracy-Lee Behr, Portfolio Director

Tracy-Lee Behr, Portfolio Director explained "this is great acknowledgement for our phenomenal team and a supportive built environment sector both of whom who have worked tirelessly to support the development of a world class event."

The awards hosted by the African Association of Exhibition Organisers (AAXO), aim to acknowledge and recognise excellence in exhibition participation. Entries were judged on their successful exhibition strategy incorporating marketing,

activation, stand construction and ROI.

Over 400 of the industry's leading players attended the evening which celebrated the successes of numerous 2017 events. The exhibition awards were divided into four main categories namely Trade, Consumer, Trade and Consumer, and Confex. Judging was conducted by an independent panel of distinguished exhibition, communication and marketing specialists.

The African Construction and Totally Concrete Expo took place at Gallagher Convention Centre on 23 and 24 May 2017 and featured six dedicated exhibition zones, 200 exhibitors and over 7 000 visitors, ranging from small and medium contractors to architects, quantity surveyors and project managers.

The event which included both an indoor and outdoor exhibition, offered numerous free training workshops in the Contractor's Corner, as well as CPD-accredited workshops. A key feature of the event's marketing plan was the retailer promotion campaign which involved ticket distribution at over 90 retailers across Gauteng.

“Over the past 5 years, since its launch, not only have we seen the African Construction and Totally Concrete Expo grow over 20% year-on-year, but we are delighted to present a good example of our company mission in action, which is to create platforms where buyers and sellers connect, share information and experiences, identify new opportunities and enable more effective business" said Devi Paulsen, CEO of Hypenica.

The African Construction and Totally Concrete Expo was recently acquired by dmg events.

About dmg events

An international exhibition and publishing company, dmg events Middle East, Asia & Africa has operated in the Middle East since 1995. We produce more than 50+ market-leading exhibitions for the global construction, coatings, hospitality, interior design and energy industries. Headquartered in Dubai, UAE and with satellite offices in Saudi Arabia, South Africa and the UK, dmg events Middle East, Asia & Africa organizes over 50+ events across the Middle East, Africa, Asia, North America and Europe. The events attract more than 250,000 customers every year and provide opportunities for trade professionals to do business, network and learn.

About Hypenica

Hypenica is an international media group that serves its markets by connecting buyers and sellers, sharing information and experiences, identifying new opportunities and enabling more effective business. We do this through our innovative print, digital and event products which provide important marketing platforms for any company wanting to build their profile and reach their target market – whether nationally, regionally or globally. Hypenica's expertise and track record extends to the following niche B2B sectors: agriculture; concrete, cement, construction and infrastructure; transport: infrastructure; and industrial and manufacturing.

For further information please see www.totallyconcrete.co.za or <http://aaxo.co.za/aaxo-exhibitor-awards-2018/>

Dianne Bussell
Hypenica
021 700 4346
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.