

## SGI Dubai 2017 will cater to printing industry needs in Africa

DUBAI, United Arab Emirates - International Expo Consults (IEC) says African printing industry stakeholders stand to reap huge benefits by visiting the SGI Dubai2017 (Sign and Graphic Imaging) trade show. Every year trade visitors from Africa benefit from global innovations on show in the industry, which they further deploy in their own markets.



The event will showcase a plethora of innovative products and services from various exhibitors from across the globe under a unified platform.

Sign and Graphic Imaging (SGI *Dubai*) is a key platform where African visitors can reach out to exhibitors who comprise of architects, sign makers, print and production manufacturers, media agencies, real-estate developers, brand and image consultants, among others. The show is a globally recognised business forum which entails seminars and workshops led by industry pioneers.

“We are eagerly waiting to welcome the trade visitors from Africa to our show as we have a huge turnout from the Africa region each year. Thousands of visitors from across 78 countries had turned up for the previous edition and the numbers are expected to spiral in 2017 as well,” said Abdul Rahman Falaknaz, chairman of IEC.

“The African economy is poised to hit a new high and set to grow to the next level. As per our research, there is a tremendous demand for state-of-the-art printing equipment in the growing African markets. A focussed approach from the

African print industry can consolidate the sector further and take it to greater heights,” he added.

As per the Smithers Pira report, the total printing revenues in the MENA region were \$17.6 billion in 2012, and is forecast to grow to 7.2% per annum reaching \$26 billion by 2018. Various industry analysts have estimated the printing ink industry in Morocco, Senegal and Ethiopia to grow at about 18.7% and 11.4%, respectively.

“Experts predict the economic growth of Africa to touch 5% in 2016, from 4.5% in 2015, with the diversification aimed at providing benefits for verticals such as manufacturing and also encourage the adoption of modern technology which includes printing,” Falaknaz pointed out.

IEC is the driving force behind the 19-year old ‘SGI *Dubai* show’, one of the most awaited exhibitions in the MENA region within the print, signage and imaging industries.

“There is a huge potential in Africa’s printing industry as stakeholders are looking to gradually phase out old equipment to bring in new technology. Regardless of the economic conditions, increasing competition from digital media, changes in printing processes, and emerging concerns for environmental protection, the printing industry in Africa would grow at a steady pace,” said Sharif Rahman, CEO of IEC.

Landmark projects within the MENA region are in different stages of construction. This region is the only region in the world that is currently investing billions of dollars in large establishments that includes retail, entertainment and large scale infrastructure. The printing industry is set to benefit from these projects as government initiatives across the region are succeeding in diversification of economies. This is similar to the infrastructure growth that the some of the African markets are witnessing.

SGI *Dubai* 2017 will focus on digital signage, textile printing, LED, digital printing, screen printing and retail signage industry sectors. It is bringing in exhibitors and trade visitors from across the globe, including Africa, USA, UK, Germany, China and Japan, among others. It will take place at the Dubai World Trade Centre from January 15-17, 2017.

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