



RAC Africa – Post Show Report – Last event

- 3 286 Nett exhibition space
- 129 Exhibiting companies
- 313 Brand names
- 3 269 Visitors

Visitors

- 1) Widespread of visitors from Sub-Saharan Africa

In priority order:

- a) South Africa
- b) Namibia
- c) Zimbabwe
- d) Botswana
- e) Malawi
- f) Zambia

In total the exhibition recorded visitors from 23 countries.

- 2) Over 57% of visitors could either specify, recommend or authorise a purchase.

Final authority	34.58%
Recommend	18.11%
Specify	4.43%

- 3) Visitors job function

a) CEO / Owner / Managing Director	23.04%
b) Director	11.91%
c) Professional	4.70%
d) Operating Management	5.61%
e) General Management	6.20%



Visitors job function - continued

f) Technical Management	10.36%
g) Engineering Sales / Marketing / Buying	12.41%
h) Supervisory / Technical / Operations	13.32%
i) Other	12.45%

4) **Visitor's particular interests**

% of visitors indicating interest in this technology

1. Air Conditioning Equipment	57.71%
2. Compressors & Condensing Units	28.60%
3. Fans & Air Movement Equipment	28.23%
4. Cold Stores & Accessories	27.14%
5. Room Air Conditioners	26.41%
6. Refrigerants & Lubricants	25.18%
7. Water Chillers	25.14%
8. Chilling & Freezing Systems	23.59%
9. Temperature Measurement & Recording	21.03%
10. Ice Makers	20.39%
11. Refrigerated Transport	19.39%
12. Heat Exchanges	18.11%
13. Valves, Controls & Accessories	17.47%
14. Tools, Instruments & Recorders	17.43%
15. Packaged Refrigeration Units	15.28%
16. Insulating Materials	13.82%
17. Building Management Systems	12.50%
18. Training, Education & Accessories	10.99%
19. Mechanical Handling & Storage Systems	9.95%
20. Vending Cabinets	8.85%