

2009 Expo: Successful Show

The four yearly Transport and Heavy Equipment Expo took place on 5-7 March at the Mystery Creek Events Centre in Hamilton. It was the only New Zealand event of its type that was jointly endorsed by the Motor Industry Association, NZ Truck-Trailer Manufacturers Federation, and NZ Equipment Suppliers Association.

The Expo is a place for people within the transport and heavy equipment industries to meet and to be updated on industry changes and new product developments all in one place. The focus of THE Expo this year was extended to include the forestry, quarry, and contracting and hire industries.

Feedback from both exhibitors and visitors on the final day was extremely positive. The total number of attendees over the three days was 13,222.

The main sponsor of The Expo was *New Zealand Truck and Driver*. Their General Manager, Dave Jackson, said, "The enquiry level across the board has been exceptional. Feedback to us has been that The Expo is a good quality show, and the exhibitors are extremely positive."

Southpac Trucks General Sales Manager, Richard Smart, agreed, "We received a lot of unexpected business and have made a number of sales off our site of both new and used trucks."

Feedback from the exhibitors after the show was that the leads generated from this year's show were very good and that a high percentage of the participants in 2009 were members of the industry.

Patrick Duncan, National Sales Manager from Hendrickson Asia Pacific Ltd. supported these findings by saying, "For us, the show was good. We had more products on display than some of our competitions and got some very good leads."

Fredrik Sandberg, Managing Director at Hammer New Zealand Limited, also agreed that the show was a success and was pleased that it was not cancelled because of the current economic climate like other events around the world. He said, "Overall, I was very pleased with the organization of the show. The Expo is a great opportunity to meet existing customers and show our latest developments as well as meet potential customers to show what advantages Hammar can offer."

Visitors to THE Expo were also able to view the 100 trucks that were participating in the Show 'n' Shine competition. Allen Mills & Sons won the overall competition for their outstanding yellow Kenworth.

Overall The Expo was a huge success and provided exhibitors with the perfect venue to get their messages across to customers and generate quality leads despite the difficult economic times the industry is facing.

For further information, contact THE Expo's organizers on xxx.