**1 YEAR TO GO TO AFRICA’S LEADING INDUSTRIAL AUTOMATION TECHNOLOGY EVENT**

Today marks exactly 1 year until the doors open to Africa’s leading Industrial Automation Technology event! Set to take place at the Ticketpro Dome from 18 to 20 May 2021, the event will be attended by South African, African and international visitors and exhibitors.

With the COVID-19 pandemic about to peak in South Africa, we are seeing the devastating effects of the lockdown we are seeing in every sector of the economy. Trade shows like the Africa Automation Technology Fair will be a key driver of reigniting business activity for the future. The face-to-face experience that the event offers will not only engage the 5 senses for buyers and suppliers, but will also play a pivotal role in putting Africa’s industrial automation technology sector as a critical sector at the forefront of business processes and decisions.

Attendees can look forward to engaging in new features, starting with the launch of a virtual hub which allows industry players to connect, learn and share whilst the world is on lockdown. Online workshops and webinars will spark debate and feature insights shared by leading economists, prominent industry experts and futurists, paving the way for growth and innovation for this sector.

Positioned as the heartbeat of the industry in Africa, **Africa Automation Technology Fair** will host new and exciting features catering to exhibitor and visitor needs. All attendees can look forward to:

* An African Hosted Buyers Programme
* One-On-One Meetings with Hosted Buyers
* African Hosted Buyers Lounge
* VIP Programme and VIP Lounge
* A Technology Demo Zone
* An Automation Technology Experience
* A Business Connection Zone
* Guided Visitor Tours
* CPD Accredited Workshops

**Africa Automation Technology Fair partners are critical to the success**

The event organisers (Reed Exhibitions – Africa) continue to work closely with the official association partner: the Society for Automation, Instrumentation, Measurement and Control (SAIMC), and the official media partner, Technews Publishing, to ensure the event delivers quality content and a world-class showcase. The Wireless Access Provider’s Association also confirmed their participation as a supporting association.

Those interested in attending the upcoming webinars, or looking for more information to participate in the event, can contact the organisers on [info@africaautomationfair.com](mailto:info@africaautomationfair.com) or visit the website: [www.africaautomationtechnologyfair.com](http://www.africaautomationtechnologyfair.com)

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