

Baba Indaba Expo 2005 lays solid foundation

With the closing of Baba Indaba Expo on Sunday 6 November, after a 3-day run at the Sandton Convention Centre, positive feedback from both visitors and exhibitors gives this first time event solid foundations on which to grow.



Successful media partnerships with Caxton publications, SABC's Takalani Sesame, and other targeted media, yielded a steady stream of quality, multicultural visitors. Over the three days, Baba Indaba received 10 624 registered visitors, with a total 15 370 actual feet counted through the door. "Through the links formed with our media partners, Caxton and SABC, Baba Indaba reflected a truly South African event," comments Show Director, Natalie Naude, "something the exhibition industry has

struggled with in other sectors."

A good mix of exhibitors showcasing products and services under big brand names and SMMEs launching new concepts added to the appeal of the show - something for everyone. The Baba Indaba sales team noted a strong trend, from enquiries received before the opening of the Expo, showing that visitors wanted to be able to buy at the stands. "The stats we received after the Expo indicate that high volumes of baby hardware were moved - car seats and prams in particular," commented General Manager Sue Gannon.



Entertainment and fun activities were featured throughout the Expo with the twice daily highlight being the Takalani Sesame characters. Many participants at the Expo talked about the 'cute' factor of the event: "There was hardly a dry eye in the house when toddlers scrambled onto the stage to join the Takalani team, or to 'show-off' the latest tots' fashions!" commented Kate Antonopoulis from Living and Loving Magazine, whose subscription sales topped record levels. Close on 100 toddler orphans from Beckersdal filed into the Expo specifically to catch a glimpse of the Takalani Sesame characters.



Funds raised for the Red Cross Children's Hospital, through the Hands On Mural, Kidz Kutz Hair Salon and a percentage on ticket sales, amounted to a total of R14 185.50. "The Hands On project will be an ongoing activity at our Expos and it is our intention to continue to raise funds for the Red Cross Hospital at the Baba Indaba Expos," stated Natalie Naude.

Winners of the Best Stand Awards were announced at a ceremony held on Saturday 5 November, with the overall winner being Abbott Laboratories, the Medium category winner Wrapped Up and Babes on the Move, the Small category winner.



The next Baba Indaba Expo will be held in Cape Town at the CTICC from 28 - 30 July 2006.

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