



Ecco Chamber

FORTNIGHTLY ITALIAN NEWS MADE IN
SOUTH AFRICA

Exhibiting changes

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Chamber's Note

Exhibiting Changes

The exhibitions sector has been hugely affected by the Covid-19 pandemic. This week we catch up with our Deputy Secretary General, Silvia De Toni for an update.

She explains that travel bans, health and safety regulations as well as social distancing and limitation of public gatherings have had a catastrophic impact on the sector with many players having, unfortunately, had to leave the scene, because they have been unprepared to migrate to a completely digitized environment.

Most event organizers have adapted their business models and decided to offer digital events. Virtual events provide many benefits: larger audience, lower costs, access to more contents but it does come with a several challenges as well, such as reduced engagement between the participants, increased effort in providing valuable content, enhanced staff training and marketing costs, for both exhibitors as well as the event organizers.

"I've noticed mixed feelings from the business community about the current situation and many SMEs have been struggling to keep up. Virtual exhibitions allow a much higher quantity of information that most SMEs fail to produce with their own means of communication, given the modest degree of digitization that can be found in our local realities (both in Italy and in South Africa)."

"Many of these digital platforms allow for matchmaking with potential clients and suppliers using Artificial Intelligence which is quite interesting. These platforms use advanced data analytics and interaction reporting", De Toni adds.

But digital fairs are not able to replicate the set of characteristics typical of traditional physical events, made up of people, meetings, presentations and mini shows that make these types of events particularly fruitful to take part in. The fashion and design industry as well as agri-food and wine which are typical products that represent the Made in Italy brand are some of the most affected by the absence of physical events, explains De Toni.

"Given current restrictions imposed on international travels, I also, personally, like the idea of hybrid events, such as the Southern Africa Europe CEO Dialogue, organised by the European House - Ambrosetti on 26th and 27th of November. This year's event will be partially virtual and partially physical."

On the South African front, between now and the end of the year we have a collaboration with the African Utility Week for their virtual event that will take place from 24th -26th November. In the space of energy, the much anticipated Solar Show will be happening next week. I would also recommend following the African Manufacturing Indaba from 9th to 10th December. Finally, in Italy, from 3rd to 15th of November 2020, there will be the ECOMONDO green technology expo. But 2021 is still a big question mark?!

Italcham!



Delegations of companies participating in the Solar Show

Date: 4 - 6 Nov 2020

Time: 10:00 am
Attendance is free!



PLEION
Il n. 1 del Solare Termico in Italia!





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