

# futuroad expo

JOHANNESBURG

An international trade fair on the African continent which targets a visitor audience from across the Sub-Saharan region for the truck, bus and commercial vehicle sectors.

15 - 18 March 2022

JHB Expo Centre, Nasrec  
[www.futuroad.co.za](http://www.futuroad.co.za)



messe frankfurt

Co-located events

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JOHANNESBURG

# A comprehensive business platform for the truck, bus and commercial vehicle sectors

Brought to you by Messe Frankfurt South Africa, Futuroad Expo Johannesburg is the most comprehensive business platform for the Truck, Bus and Commercial Vehicle Body Sectors.

As the first and only truly international trade fair of its kind on the African continent, Futuroad attracts a visitor audience from across the sub-Saharan region, making it the ideal platform to grow your business footprint. The event will take place at the Johannesburg Expo Centre, Nasrec from 15 - 18 March 2022.

Now featuring a truck test drive area



## Top 5 reasons to exhibit

1. A business opportunity to consolidate and expand your business in South Africa and the sub-Saharan African Region.
2. The largest international trade fair and business platform in Africa for the Truck, Bus and Commercial Vehicle Body Sector in the sub-Saharan African Region.
3. Increase your business footprint by generating high quality sales leads over the four days.
4. Futuroad is the ideal venue for launching new products into the market to a targeted audience.
5. Meet existing and potential new clients, acquire new leads, make new business contacts.

"The show was very successful for us. We aimed to reach into Africa and we had a lot of enquiries from trade visitors from Nigeria, Zimbabwe, Zambia, Tanzania, and Kenya. Our stand position in the Futuroad hall was very good and we did not expect such strong visitation."

**Fred Bengsch, Director, Diesel-Electric (Rand)**

## The most valuable value proposition for the commercial vehicle sector

Be part of the largest and most comprehensive trade fair and business platform for the Truck and Commercial Vehicle Sector in sub-Saharan Africa; not to be an active participant is to miss out on the personal contact, business potential and opportunities that can only be unlocked at a trade fair of this stature!

## Who should exhibit?

- Manufacturers & distributors of new heavy, medium and light commercial vehicles
- Truck trailers & superstructures
- Liquid and bulk transport bodies
- Truck bodies & refrigeration
- Hoists, cranes
- Buses
- Mini-buses
- Luxury coaches
- Bus & coach bodies
- Specialised utility vehicles- ambulances, police vehicles, fire & rescue vehicles; waste compactors
- Specialised security vehicles
- Tracking, navigational systems
- Fleet management systems
- Home base refuelling systems
- Cross border services
- Service providers to the commercial vehicle sector
- Service providers to truck & bus fleet owners
- Cross Border Transport Infrastructure
- Media, trade associations and relevant stakeholders

"A fresh new start of a B2B concept with great potential for future growth. It gives us a good opportunity to establish new contacts in the sub-Saharan African Region and it was worthwhile to be part of Futuroad Expo."

**Alexander Taftman, Product, Marketing, and Business Development Director;  
Scania South Africa**



## What to expect in 2022



**14 000+**

Attendees



**25+**

Countries represented



**700+**

Exhibiting companies



**400+**

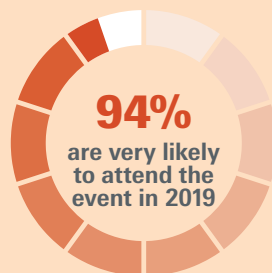
sub-Saharan visitors



**18 000sqm**

Total exhibition space

## Visitor statistics from 2019



Participate for Business Success



**We look forward to seeing you in 2022**

Be a part of the largest business-to-business platform for the automotive aftermarket, truck, bus and commercial vehicle sectors in sub-Saharan Africa.

Contact us

**Portfolio Director**

Tracy Gounden  
 Tracy.Gounden@za.messefrankfurt.com  
 +27 10 599 6166  
 +27 82 063 8157

**Date**

15 - 18 March 2022

**Location**

JHB Expo Centre, Nasrec

**Website**

www.futuroad.co.za

**Organiser**

Messe Frankfurt South Africa  
 Building 22A, The Woodlands Office Park  
 20 Woodlands Drive, Woodmead  
 Sandton, 2191 Gauteng. RSA  
 Tel: +27 10 599 6150

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