

# SOUTH MACH

24-25 May 2023

Christchurch Arena, Christchurch, New Zealand



**The South Island's leading technology trade event**

Celebrating industrial innovation in the heartland of manufacturing SINCE 1983

[www.southmach.co.nz](http://www.southmach.co.nz)



“The best industry event in the South Island, SouthMACH is permanently on our calendar and attracts business leaders and contacts you don’t often get to see, providing breakthrough networking opportunities.”

**83%** of exhibitors were satisfied SouthMACH met their commercial objectives

## The South Island’s leading technology trade event for the manufacturing industries.

SouthMACH is the regions largest engineering, manufacturing and technology trade exhibition - bar none. It is the premium platform for your business to showcase your innovative products and service solutions to the decision makers of New Zealand’s leading manufacturing, engineering and technology companies.

SouthMACH will deliver thousands of CEO’s, business owners and key decision makers who attend to experience, research and buy your products and services.

If your business provides the products needed to add value to New Zealand’s manufacturing, technology and engineering businesses, you need to be at SouthMACH.

**Held only once every two years, this is the greatest marketing platform your business can’t afford to miss.**

## Why exhibit?

There is no better platform to **showcase** your products and services, **educate** buyers on your offering and **sell** to the right people.

SouthMACH will boost your sales targets and deliver your business a measurable and profitable ROI.

**92%** of exhibitors launched a new product and service



**2,000+ visitors**

Design Engineers, Machine Operators, Operations Managers, Electrical Engineers, Production Managers, Business Owners, CEO’s

**100+ exhibitors**

National and International exhibiting companies

“A great industry event and I enjoyed meeting all the vendors and learning of the new innovations coming through to improve the industry. I have met some great future business partners.”

## Bringing thousands of industry professionals and innovators together:

- Experience the latest products and technology for the sector
- Share ideas, network, and learn from industry leaders
- Develop relationships and identify new business



“I enjoy SouthMACH as it enables me to look at what options are out there for solutions to my problems. It also allows me to see what alternatives are out there and available to me”



See show highlights

**A marketing platform you can't afford to miss. Maximise your sales leads in just two days.**

- Showcase your full product range
- Educate customers on your solutions
- Network with the industry
- Launch new products
- Research the market
- Convert receptive decision makers

**88%** of visitors will make contact with exhibitors post show



**75%** of visitors hold direct authority or influence buying decisions

**80%** of exhibitors were 'satisfied' with their ability to gather sales leads at SouthMACH

## New and returning features



### Innovation Quarter

The Innovation Quarter is the area where the latest technology in Engineering and Manufacturing in New Zealand will be displayed. Exhibitors have the opportunity to display in the Innovation Quarter as the world looks to New Zealand to lead innovation.



### Seminars and Workshops

Learn from the best by listening to these experts at free to attend presentations and workshops in the Industry 4.0 Theatre.



### Innovation Lab

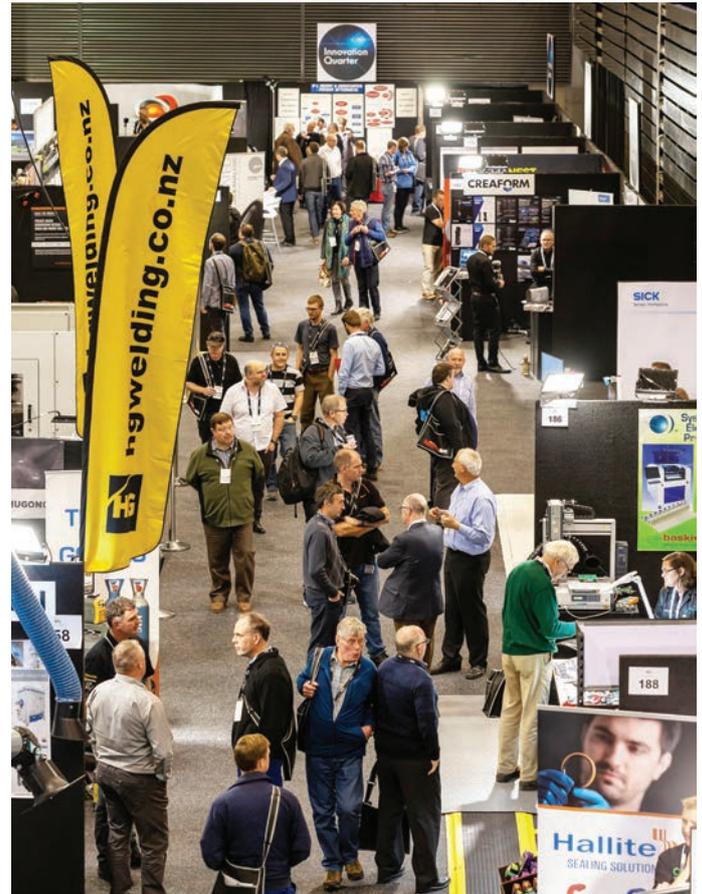
Be one of eight start-ups that are able to display their innovation during SouthMACH 2023 and access free advice from product development consultants as well as all aspects of project design and market entry.



### Entrepreneur's Development Hub

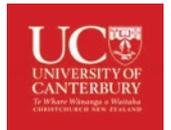
Local Canterbury businesses and organisations have created the 'go to' destination for innovators, start-ups, and developers at this year's SouthMACH!

The Entrepreneur's Development Hub is all about fostering the growth of Canterbury's future manufacturing technology businesses and connecting them with the networks they need for commercial success.



## Proudly supported by

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New Zealand's Innovation Agency



## Media partners

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## INTERESTED IN EXHIBITING? CONTACT US:

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