

Scan Display celebrates successful stand-build in Angola

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Working with a new client, Dodecaedro, Scan Display managed the building of a stand focused on Argentinian products at the recent FILDA (International Fair of Luanda) in Luanda, Angola.



The exhibition took place between 22 and 27 July 2014 and showcased consumer goods, capital goods, agricultural machinery, food, textiles, school supplies and spare parts from suppliers around the world.

Dodecaedro's Argentina stand was tasked to Scan Display as a result of the company's reputation for handling stand-builds across Africa. Account executive for Scan Display Cape Town, Peta Jane Wahl, explains that building stands in other African countries can be challenging due to the language barrier and customs processes that differ for each country. Wahl chose to manage the stand-build in Luanda through contracting a local stand building company.

"With lots of time, it's very possible to get stand materials into Angola but with four or fewer weeks' notice, it is risky to take the chance that the stand elements will arrive on time for an exhibition," Wahl says. "I opted to commission a company that already operates in Angola to build the stand on behalf of Scan Display."

Wahl adds that, ideally, Scan Display would need anywhere between 60 and 90 days to transport goods into Angola to do a complete stand-build. Dealing with customs officials in an unfamiliar language is also difficult and can lead to moments of confusion she says.

The 108sqm stand provided a space for a variety of Argentinian suppliers to show their wares to exhibition attendees. The stand focused around a custom storeroom that was central to its design. The exceptional graphics displayed throughout the stand created an eye-catching visual and drew in crowds.

Wahl concludes that the show was a success for Dodecaedro, Scan Display and the exhibitors represented on the stand. The exhibition has received worldwide recognition and, despite a few hiccups, the project went according to plan, a feat not many exhibition stand companies manage to achieve in Africa.

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