# SOUTH MACH

## 26 - 27 MAY 2027

Wolfbrook Arena,
Christchurch

## 2027 PROSPECTUS

**The South Island's leading engineering, manufacturing and technology trade event**

**southmach.co.nz**

# The South Island's leading trade event for the manufacturing, engineering and technology industries.

**SouthMACH is held in Christchurch, South Island every 2 years. It is the essential platform for your business to showcase your innovative products and service solutions to the key decision makers of New Zealand's leading manufacturing, engineering and technology companies.**

SouthMACH 2025 saw a 22% increase in visitor numbers, delivering thousands of industry professionals who attend to experience, research, and buy your products and services. Visitors were impressed with the amount of suppliers showcasing their products and the great event layout. If your business provides the products needed to add value to New Zealand's manufacturing, engineering and technology 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.**

**2,100+**

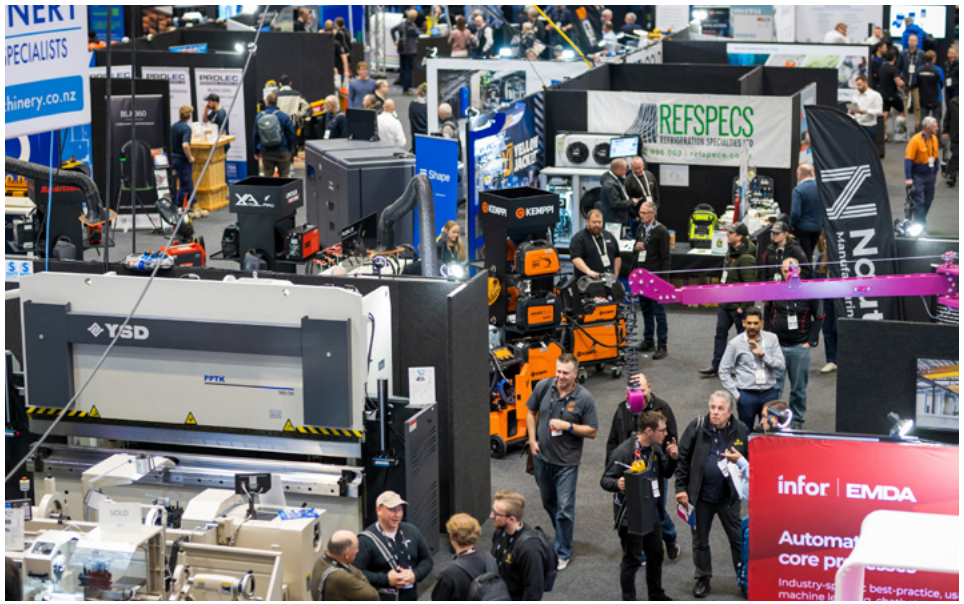
Visiting Industry Professionals

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

**110+**

Exhibitors

National + International exhibiting companies



# 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

## Why exhibit?

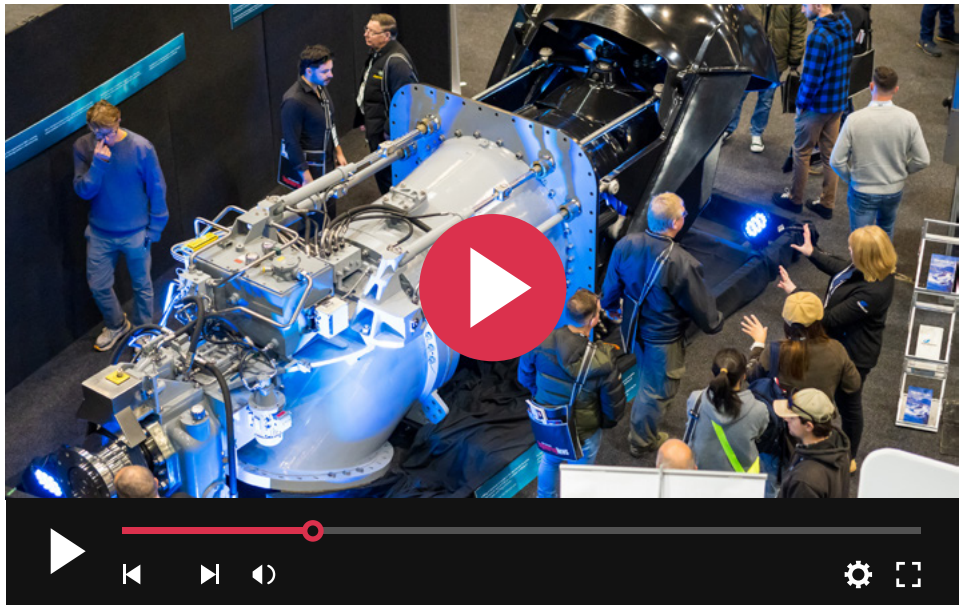
There is no better platform to **showcase** your products and services, **educate** buyers on your offering and **sell** to the right people. SouthMACH will boost your sales targets and deliver your business a measurable and profitable ROI.

**94%** of exhibitors were satisfied or very satisfied with their ability to generate sales leads at SouthMACH

> "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."
>
> **SouthMACH Exhibitor**

# 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



Total purchasing power **$138 Million**

**77%** Visitors influence or are responsible for purchasing decisions

Average purchasing power **$70,681**

**1 in 5** Visitors exceeded the purchasing power

"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."

**SouthMACH Exhibitor**

"A great learning experience and incredible industry access."

**SouthMACH Visitor**

# Features

## Seminars & Workshops

Boost your expertise for free! The SouthMACH Seminars & Workshops offer practical, focused sessions led by industry peers and keynote speakers. Gain immediate, actionable knowledge and solutions for your business challenges, all included with your SouthMACH registration.

## HVAC&R South

Returning to SouthMACH and co-hosted with IRHACE, this dedicated hub is your central source for the latest developments in refrigeration, heating, and air conditioning.

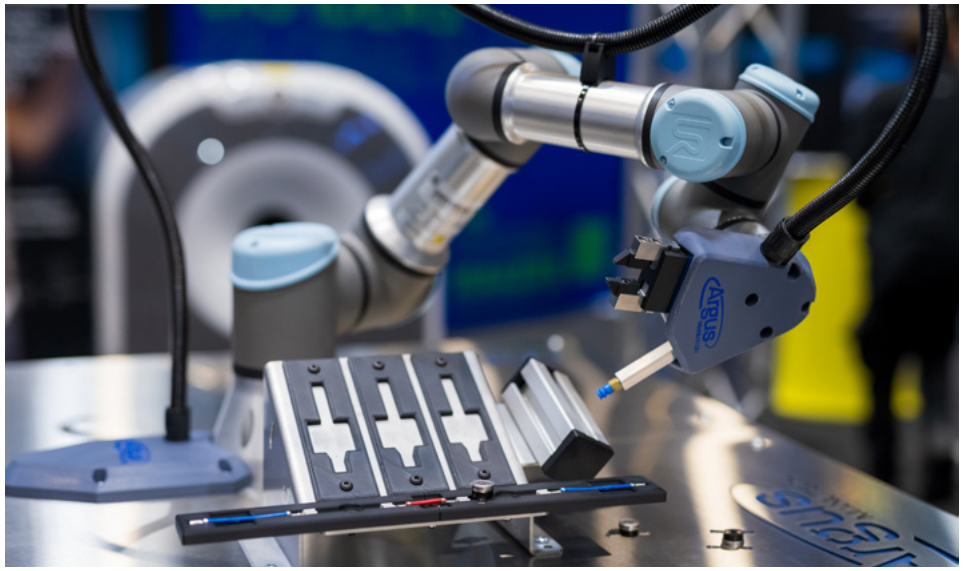
## Make|NZ Industry Conference

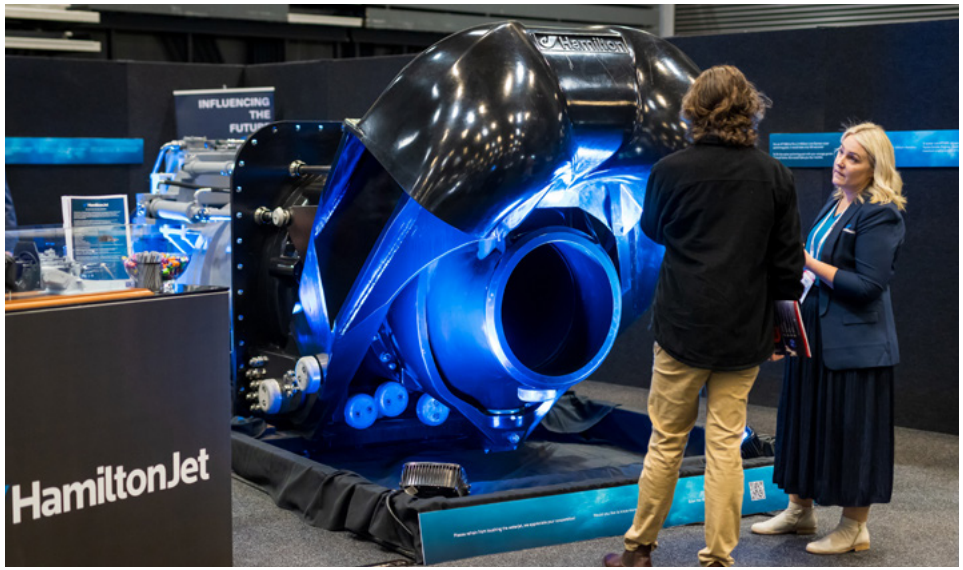
Gain practical insights from leaders, discover the latest technology, and network with peers. This is your essential opportunity to explore a program packed with valuable sessions and find solutions to your business challenges in New Zealand manufacturing.

## AMA Minister for Manufacturing Awards

These inaugural awards honor the outstanding businesses, apprentices, and visionary leaders driving success and innovation across New Zealand's vital manufacturing sector.

**More features to be announced... watch this space**





## Partners

NEW ZEALAND Engineering News

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irhace

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Business South

UC University of Canterbury Te Whare Wānanga o Waitaha Christchurch New Zealand

EMA

msnz

# SOUTH MACH

## Interested in exhibiting?

**SouthMACH**
26 - 27 May 2027
Wolfbrook Arena, Christchurch

BOOK NOW

**EMEX**
26 - 28 May 2026
Auckland Showgrounds

BOOK NOW

**Please get in touch for further information:**

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southmach.co.nz

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WAIKATO HOME & GARDEN SHOW

HomeXpo

SOUTH MACH

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The Food Show

fine NEW ZEALAND food

FOODTECH PACKTECH

MHEXPO

THE Hutchwilco NEW ZEALAND BOAT SHOW

NZ GIFT & HOMEWARE FAIRS

BabyShow