



THE DEFINITIVE TRUCKING SITE

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**'Going
for it'
pays off for
DigiCore**



Keeping the marketing spend up while competitors cut back is paying off for DigiCore International. This was the company's impressive stand at the CeBIT show in Germany.

WHILE MOST COMPANIES have cut marketing budgets in the wake of the global economic crisis, DigiCore Holdings continues to take the bull by the horns by projecting itself dynamically to its markets – with great positive results for itself and for South Africa.

While many of the regular, annual overseas exhibitions have been cancelled this year, one which held its ground was CeBIT (Centrum der Büround Informationstechnik), the world's largest computer expo which, since 1986, been held each spring at the exhibition grounds Hannover, Germany.

With an exhibition area of roughly 450 000 m², CeBIT is regarded as a barometer of the state of the art in information technology and DigiCore International has, for the past four years, exhibited this show.

"Not only has it provided us with an opportunity to benchmark our products and technology leadership against all other global players but it has also provided us with a networking opportunity to interact with our German customers while also building new partnership relationships with countries we have strategically targeted, thereby generating sales for our partners globally," says Bruce Richards, managing director of DigiCore International.

So, given the economic slowdown and the resultant lower number of participating companies at this year's show, how was it for DigiCore?

"Because of the fact that companies have scaled back their marketing activities many of the competitor exhibitors in our sector were not there which resulted in more business opportunities for us. It proved the best year ever for us," says Richards.

'Going for it' by keeping your flag flying while others lower theirs is not foolhardy. It's wise, as DigiCore International has proven. Congrats on your courage!

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