



CENTRAL AGRICULTURAL SOCIETY t/a Bloem show Company profile

WHO ARE WE:

The Central Agricultural Society, trading as Bloem Show facilitates profitable show opportunities of a high standard which serve the trade, agricultural and entertainment needs of the community. The Central Agricultural Society is a non-profitable organization that utilizes any possible profit to sustain the ongoing of the annual Bloem show.

The Central Agricultural Society combines 8 sections to ensure a successful annual Bloem Show. This includes:

- Commerce & Industry with more than 400 exhibitions, 25 foodstalls and an exciting amusement park.
- Art and Home Industry with more than 2000 entries by the community that includes art, needlework, writing, embroidery, hobbies, decorative cakes, spinning, knitting etc.
- Horses with championships by 5 different breeds, including the largest open-air Saddle horse championship in the world with more than 1000 horses competing.
- Cattle with championships by 11 different breeds and two Interbreed competitions where the breeds compete against each other.
- Small Stock with championships by 5 different breeds and the most popular the National Sheep Shearing competition and the largest International Dorper championships with more than 1100 sheep.
- Pets section that developed an exhibition area which is one of the most popular sites during the Bloem Show, including wild birds, chickens, parrots, fancy pigeons and cage birds.
- Dairy whom accommodate more than 100 entries from dairy factories all over the country, to compete against each other.
- The general show committee handles all matters regarding marketing, entrance, safety, entertainment, advertising etc.

GENERAL FACTS:

- Bloem Show is a ***non-profitable organization*** that presents activities to the benefit of the community, citizens and businesses.

- An attempt is made to provide businesses with ***even more opportunities*** to market themselves and enhance their visibility amongst a focused target market.
- That is why Bloem Show provides ***marketing opportunities at very reasonable prices*** to businesses – locally, nationally and internationally.
- The **aim** is not to make money, but to ***serve the community*** and a unique opportunity to become an event on everyone's calendar.
- The ***positive media exposure*** the Bloem Show has been receiving the past couple of years strengthens the image and ensures exhibitors, investors and visitors to the Bloem Show of its ***success***.
- ***One of the largest shows in the country*** and one of three shows that still combine Agriculture and Trade (Royal and Pretoria are the others).
- ***In the middle of South Africa (centrally situated)***.
- Various **National and International Championships** are presented here.
- Exhibitions areas inside the halls are carpeted and separated by executive shell scheme and each stand has its own lights, bulbs and fascia with its printed company name on.
- Visitors and judges from various countries in Africa as well as the USA visit the Bloem Show annually.
- Already a well-known and **established name** in the market.
- Already an ***established event on the calendar*** of Bloemfontein and surrounding towns, as well as on the national calendar.
- Presented in a ***safe environment***.
- ***One-stop family outing***.
- ***Best direct marketing possibilities with the most feet in a short period of time*** – about 90 000 visitors over a period of 10 days.
- ***Visitor's profile: 70% of visitors see their visit as a family outing, 37% of visitors have children under the age of 10 years, the average age of visitors is between 25-45 years, Average income of visitors: 60% earn less than R25 400 and 40% of visitors therefore earn more than R25 400.***
- Excellent ***job creation opportunities***.

HISTORY:

The Central Agricultural Society was established on 25 May 1883 originally as the Orange Free State Agricultural Society. In 1909 the first committee under the name of the Central Agricultural Society, presented a successful show with a turnover of £812 (R1624.00). Since then the Central Agricultural Society became the Bloem Show, one of the three largest shows in South Africa.

EMPLOYMENT:

The Central Agricultural Society is using personnel employed by the Showgrounds Development Trust to organize the annual Bloem Show. In addition to this the Bloem Show creates several working opportunities for

the duration of the show. In this regard an additional 4 administrative, 108 security, 100 cleaning, 90 gate personnel are given temporary work opportunities during the Bloem Show, this is in addition to the several temporary positions filled by people assisting exhibitors at the Bloem Show.

Our MISSION is:

- The annual facilitation of a combined Trade and Industry show in order to create a marketing opportunity for agricultural and commercial exhibitors.
- To provide in the recreational and entertainment needs of the community.

COMPANY CONTACT DETAILS:

Central Agricultural Society t/a Bloem Show
VAT no. 4820119560
PO Box 377, Bloemfontein, 9300
Showgrounds, Curie Avenue Bloemfontein, 9301
Tel. 051-4489894/5/6
Fax no. 051-4482092
www.bloemskou.co.za
info@bloemskou.co.za