

messe frankfurt

Hobby

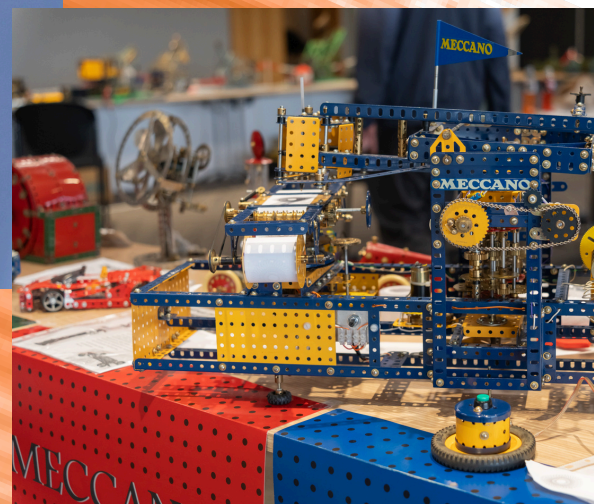


29 April - 02 May 2027

Kyalami Grand Prix Circuit and
International Convention Centre

www.hobby-x.co.za

Information
Brochure





Experience the wider world of **Hobbies**

Messe Frankfurt South Africa, a subsidiary of one of the world's leading trade fair organisers, acquired Hobby-X in 2020, the premier event for the hobby, craft and art supply sectors in South Africa.

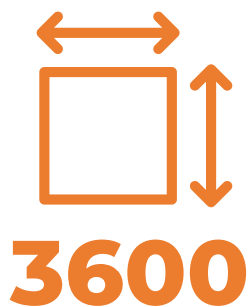


Showcasing materials, equipment, gear and supplies used by crafters and hobbyists in the pursuit of their favourite pastimes. This event offers manufacturers, distributors and regional agents the opportunity to network with Trade Buyers from all over Southern Africa, with the aim for these businesses to increase distribution channels and geographical reach.

Exhibitors also have the opportunity to interact directly with consumers, utilising demos and hands-on workshops to educate them on the benefits and applications of products on show. This in turn assist crafters and hobbyists a one-stop-shop where they can peruse and shop for materials, equipment, gear and supplies used in the pursuit of their favourite pastimes.

This interaction increases brand awareness and loyalty whilst growing the demand for these goods within retail outlets.

Hobby-X 2026 | Fast Facts



Total Sqm's



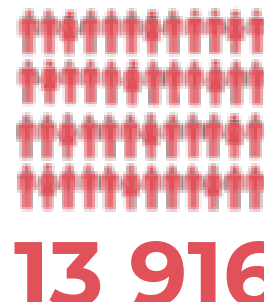
Exhibitors



Arts & Craft Workshops



Workshop Attendees



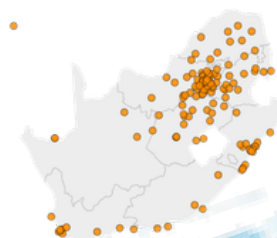
Visitors

What were our visitors interested in?



- To take advantage of the Show Specials on offer
- To see new products, innovations and market trends
- To indulge your creative side by attending a workshop
- To investigate starting a business
- To get inspiration to start a new hobby Family outing

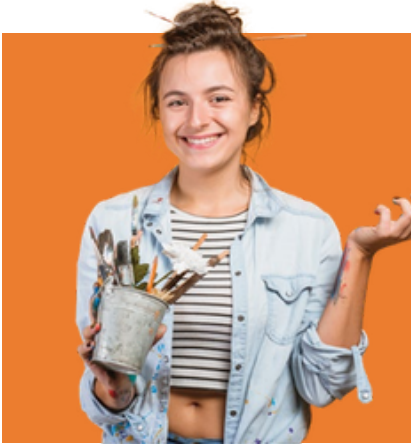
Visitors came from:



1. South Africa
2. Swaziland
3. Namibia
4. The United Kingdom
5. Zambia



Who visits Hobby-X?



Hobbyists & Crafters

Enhanced experiential zones to increase value to visitors and ROI for exhibitors

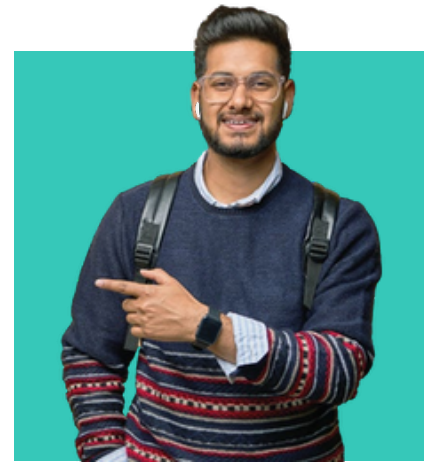
Strong marketing to promote the event to a wide audience, aimed at growing interest and involvement in hobbies



Independent Business Owners / Retailers / Trade Visitors

Distinctive Identification for targeted exhibitor interaction

VIP Business Lounge for Exhibitor & Trade visitor meetings



People looking to start a Business

Educational content on 'how to start a business' and 'how to run a small business'

Who should Exhibit?

Creator'sHub - where uniquely crafted items are showcased and sold

Holistic Lifestyle - a variety of natural remedies, health and beauty products to choose from

Artisanal Food & Beverages - a marketplace to tantalise discerning food lovers

Art, Craft & Scholastic - these well-established categories continue to feature strongly at Hobby-X

Model Boats, Trains, Woodworking and more - introducing fun, adventure to all visitors to the event

Why
Hobby-X

- Generate more sales
- Source new clients
- Increase turnover & profit
- Grow your market share
- Build brand awareness

Tick
it off..

- Meet the ultimate users of your products and network with trade buyers
- Be one step ahead of your competitors
- Understand what your customers want
- Widen your geographical footprint



Exhibitor Categories

Advance Driving
Archery
Baking & Artisanal Foods
Birdwatching
Blacksmith
Board/tabletop games
Books
Botany
Breadmaking
Calligraphy
Candle making
Carving
Car Detailing
Ceramics
Classic Cars
Clothes making
Coffee roasting
Confectionery
Cooking
Crocheting
Cross stitch
Creative Hobbies & Crafts,
Darts
Decorating
Do it yourself
Drawing
Electronics
Embroidery
Engraving
Mechanics
Metal detecting
Metalworking
Miniature art
Model aircraft
Model building
Origami
Painting
Photography
Plastic art
Pottery
Puzzles
Quilting
Gardening
Glassblowing
Handicraft
Producers &
Designer-
Makers Jewelry
making
Journaling
Knife
making
Knitting
Lace making
laser printing
and cutting
Leather crafting
Macrame
Magic
Model playing
Radio
Controlled &
Model Cars
Stationery
Solutions for 3D
Scholastic Tools
& Fine Arts,
Sand art
Scrapbooking
Sculpting
Sewing
Sketching
Soapmaking
Trains, Planes &
Boats.
Tattooing
Weaving
Welding
Woodworking &
Tools,



Marketing Benefits

Maximise exposure by confirming your participation early!



We reserve the right to determine what relevant content will be shared based on the Hobby-X content schedule and social media marketing plan.

Attracting a broader visitor audience

For 28 years, Hobby-X has been South Africa's premier hobby, craft & arts event, focusing on traditional hobbies and also introducing new products, services and solutions in the Hobby and DIY world.

Hobby-X is a hands-on, experiential event that aligns perfectly with Messe Frankfurt's vision of interactive, memorable experiences. Visitors gain first-hand knowledge from wholesalers, manufacturers and small business owners, while workshops and product demos enhance both visitor and exhibitor satisfaction.

Not only does Hobby-X target a diverse audience, but the focus on the various hobby types, sets the event apart from other crafter markets. Hobbyists and Trade Visitors have the opportunity to purchase raw materials and the tools required to practice their hobby and business of choice.

The Kyalami Grand Prix Circuit will once again be home to Hobby-X, offering a centrally located venue with broader geographic reach and easier access for an affluent, diverse audience. Its prime position attracts visitors from across Gauteng, ensuring strong turnout and greater visitor convenience.

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Hobby-X

**29 April -
02 May 2027**

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Confirm your
participation

NOW!

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