

**BUSWORLD
OFFERS YOU A
SOUTHERN AFRICA
MARKET ACCESS
PACKAGE**

Expand your
business into
**Africa's most
developed
bus market**



SABOA

VOICE of the Bus & Coach Industry

2026 ANNUAL CONFERENCE & GALA DINNER



busworld®

ALL ABOUT BUS, COACH AND **PEOPLE**



SABOA
VOICE of the Bus & Coach Industry

WHY SOUTH AFRICA?

AFRICA'S MOST DEVELOPED BUS MARKET

South Africa is the continent's leading bus and coach market and serves as a gateway to the wider Southern African region.

The market combines:

- Professional bus operators
- Long-distance coach companies
- BRT systems
- Employee transport operators
- Public transport authorities
- Vehicle manufacturers and suppliers

MARKET SNAPSHOT

- **Operators:** ~900+ operators in South Africa
(SABOA represents a large share of the formal sector)
- **Fleet size:** ~25,000 buses and coaches nationally
(about 19,000 used in public transport operations)
- **Passenger demand:** ~912 million passenger trips per year
- **Distance covered:** ~1.4 billion kilometres annually
- **Industry asset value:** ~R38 billion replacement value of the public transport fleet
- **Employment impact:** ~34,000 direct jobs and over 170,000 indirect dependents supported
- **Annual fleet investment:** Not officially published; estimated multi-billion rand annually (approx. R2bn–R5bn+ depending on replacement and procurement cycles)



WHY NOW?

The market is actively investing in:

- Fleet renewal
- Passenger safety
- Operational efficiency
- Alternative drivetrains
- Digitalisation
- Smart fleet management



WHY SABOA?

MEET THE PEOPLE WHO MAKE THE DECISIONS

SABOA is the leading association representing the Southern African bus and coach industry.

Its annual conference gathers the people who influence:

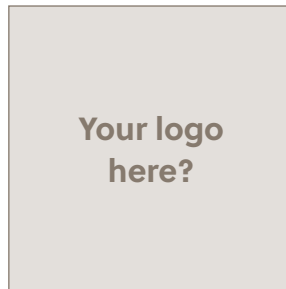
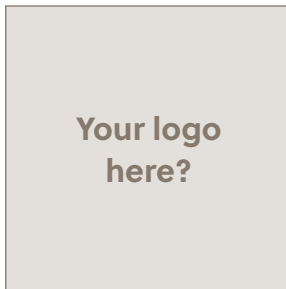
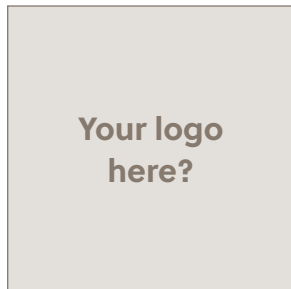
- Vehicle purchases
- Fleet renewal
- Maintenance strategies
- Technology investments
- Safety programmes
- Public transport policies

AUDIENCE PROFILE

- 380 delegates
- +150 fleet managers
- 100 procurement managers
- 50 technical directors
- 55 CEOs
- Government representatives:
ministries, municipalities, SOE

CURRENT SPONSORS

Want to be a sponsor?
Contact Vincent Dewaele.





SABOA
VOICE of the Bus & Coach Industry

2026

ANNUAL CONFERENCE

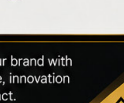
SPONSORSHIP OPPORTUNITIES

LEADING BRANDS
ALREADY ON BOARD

INDUSTRY LEADERS HAVE ALREADY COMMITTED!

TAKEN!

TITANIUM • PLATINUM GALA • GOLD ROUTE
SILVER LUNCH • BRONZE TRANSIT • REFRESHMENTS SESSION SPONSOR

	TITANIUM SPONSOR	 TAKEN
	PLATINUM GALA SPONSOR	 TAKEN
	GOLD ROUTE SPONSOR	 TAKEN
	SILVER LUNCH SPONSOR	 TAKEN
	BRONZE TRANSIT SPONSOR	 TAKEN
	SESSION SPONSOR (REFRESHMENTS)	 TAKEN

DRIVE. CONNECT. LEAD.

Join industry leaders, innovators and decision-makers at the SABOA 2026 Conference. Our sponsorship opportunities put your brand in the driver's seat—delivering unmatched visibility, meaningful connections, and lasting impact.

-  **BE SEEN.**
-  **BE CONNECTED.**
-  **BE REMEMBERED.**

 **LIMITED SPONSORSHIP OPPORTUNITIES REMAIN.**
Secure your brand presence at South Africa's premier Bus & Coach Industry event.

 **06 – 07 AUGUST 2026**
CedarWoods of Sandton
Johannesburg

 **JOIN THE CONVERSATION. DRIVE THE FUTURE. BE PART OF SABOA 2026.**

 **FOR SPONSORSHIP ENQUIRIES:**
Tumi Mashiane
Tel: 011 511 7641
tumi@saboa.co.za
www.saboa.co.za



SABOA
VOICE of the Bus & Coach Industry



MORE THAN A CONFERENCE

This is where operators, suppliers, policymakers and industry leaders meet to discuss the future of public transport in Southern Africa.

SOUTHERN AFRICA MARKET ACCESS PACKAGE

WHAT MAKES THIS OPPORTUNITY UNIQUE?

Unlike a traditional sponsorship, this package combines visibility, thought leadership, networking and direct market access.

Participants benefit from:



VISIBILITY

Showcase your company in front of Southern Africa's leading bus industry stakeholders.



THOUGHT LEADERSHIP

Position your organisation as an industry expert through a dedicated speaking slot.



MATCHMAKING

Busworld and SABOA actively facilitate introductions and meetings with relevant industry stakeholders.



MARKET INTELLIGENCE

Gain first-hand insight into operator priorities, challenges and future investment plans.



RELATIONSHIP BUILDING

Build valuable connections with decision makers during the conference and gala dinner.

SOUTHERN AFRICA MARKET ACCESS PACKAGE

PACKAGE A

**For bus
manufacturers &
bodybuilders**

Investment: € 12,500

Included

- ✓ Vehicle display area
- ✓ Dedicated conference speaking slot
- ✓ Participation in the SABOA Conference
- ✓ Access to operators, fleet managers and policymakers
- ✓ Active matchmaking programme
- ✓ Exclusive visit to a leading South African bus operator
- ✓ Networking gala dinner
- ✓ Busworld & SABOA support before and during the event

Ideal for

- Bus manufacturers
- Coach manufacturers
- Bodybuilders

SOUTHERN AFRICA MARKET ACCESS PACKAGE

PACKAGE B

**For bus
manufacturers &
bodybuilders**

Investment: € 9,500

Included

- ✓ Dedicated conference speaking slot
- ✓ Participation in the SABOA Conference
- ✓ Access to operators, fleet managers and policymakers
- ✓ Active matchmaking programme
- ✓ Exclusive visit to a leading South African bus operator
- ✓ Networking gala dinner
- ✓ Busworld & SABOA support before and during the event

Ideal for

- Bus manufacturers
- Coach manufacturers
- Bodybuilders

SOUTHERN AFRICA MARKET ACCESS PACKAGE

PACKAGE C

**For suppliers &
service providers**

Investment: € 6,500



Included

- ✓ Sponsor display area
- ✓ Dedicated conference speaking slot
- ✓ Participation in the SABOA Conference
- ✓ Access to operators, fleet managers and policymakers
- ✓ Active matchmaking programme
- ✓ Exclusive visit to a leading South African bus operator
- ✓ Networking gala dinner
- ✓ Busworld & SABOA support before and during the event

Ideal for

- Component suppliers
- Software providers
- ITS suppliers
- Fleet management companies
- Workshop equipment suppliers
- Aftermarket specialists
- Safety technology providers



SOUTHERN AFRICA MARKET ACCESS PACKAGE

Your gateway to Africa's
most developed bus market

LIMITED PARTICIPATION OPPORTUNITIES

To maximise networking opportunities and participant visibility, only a limited number of Southern Africa Market Access Packages are available.

Interested?

Contact:

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SABOA