

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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South Africa - Republic of

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Southern Africa trade shows

Report Categories:

Promotion Opportunities

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Report Highlights:

Global attention is focused on South Africa as the 2010 Soccer World Cup host nation. The purpose of this report is to inform U.S. exporters in the food and beverage sector of the potential export opportunities and related upcoming trade events in Southern Africa, mainly in Angola and South Africa.

SECTION 1: DISCLAIMER AND REPORT HIGHLIGHTS

DISCLAIMER: “The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information”.

The purpose of this report is to inform U.S. exporters in the food and beverage sectors of potential export opportunities and related upcoming trade events in Southern Africa, mainly in Angola and South Africa. Please note that all dates are subject to change, especially for events held in Angola.

SECTION 2: FAS WASHINGTON ENDORSED TRADE SHOWS

Date	Event/Description	Location	Organizer's Contact
ANGOLA			
TBA	Alimenticia Angola 2010 Angola's annual international exhibition of food, drink, hotelier, restaurants and vending machines.	Feira International de Angola (FILDA) Exhibition Center, Luanda, Angola.	Manuel Novais Arena Angola Tel: +244 222 393 369 Fax: +244 222 397 320 Email: manuel.novais@arenaangola.com www.arenaangola.com

SECTION 3: TRADE SHOWS IN SOUTH AFRICA

For more information on doing business in South Africa, see the South African Exporter guide at www.fas.usda.gov, Attaché Reports, to learn which high value products have shown consistent growth over the last five years and represent important opportunities for U.S. exporters.

Global attention is becoming more focused on South Africa as the 2010 Soccer World Cup host nation. South African manufacturing and processing companies need to consider supplying the ethnic tastes of different population groups that are likely to attend the World Cup soccer tournament in large numbers, such as Americans, Brazilians, British, Germans, and Italians by linking up with exporters from countries for short-term supplies for the event or even longer.

There are no FAS endorsed trade shows planned in South Africa, however we are happy to share the information below on the upcoming shows:

SOUTH AFRICA			
February 19 – 21, 2010	Natural & Organic Products Exhibition The Natural & Organic Products	Cape Town International Convention Center Cape Town, South Africa.	Angela Rissik Exhibition Manager Specialized Exhibitions Shows and Events Tel: 27 21 671 0935

	Exhibition was launched five years ago. The show provides the widest range of natural and organic products, sustainable technologies, services, information, and practical advice under one roof. It is an annual event, which alternates between Johannesburg and Cape Town, South Africa to support the global movement towards healthy eating habits.		Email: angela@specialised.com Website: www.naturalandorganic.co.za
March 16 – 18, 2010	Fish, Aquaculture and Maritime Africa 2010	Cape Town International Convention Center, Cape Town, South Africa Three Exhibition Management Services shows in one - Oil Africa, African Maritime Services, to be co-located alongside Fish and Aquaculture Africa. The shows will offer all aspects of general maritime industry, servicing of offshore oil fields, workboats and other maritime services.	Nolene Martin Exhibition Management Services (EMS) Tel: +27 11 783 7250 Email: sales1@exhibitionsafrica.com www.exhibitionsafrica.com
July 8 – 9, 2010	South Africa Global Citrus Conference 2010 This event is the	The Bay Hotel Camps Bay Cape Town, South Africa	Elize Noel Tiro Events Tel: +27 15 306 6276 Email: elize@buzztzn.co.za Website: www.cga.co.za

	single national conference for suppliers and producers in the citrus produce industry.		
July 18 – 20, 2010	<p>Africa’s Big Seven (AB7) 2010</p> <p>The annual exhibition is an umbrella event that brings together seven shows under one roof. The seven exhibitions are the Retail Trade exhibition which showcases (food, beverages, merchandise, fast moving consumer goods (FMCG), AgriFood Manufacturers and Producers Expo, FoodTech Africa (production, processing and packaging expo), Interbake Africa (equipment, processes and ingredients for the baking industry), DrinkTech Africa (equipment, processing and beverage products), the Retail Solutions Africa (technology for retailers), and FoodBiz Africa (food, supplies services, and retail & catering equipment).</p> <p>The Southern African International Trade Exhibition</p>	Gallagher Estate Johannesburg, South Africa.	<p>Lineke Fleischer Exhibition Management Services (EMS) Pty Ltd - EMS Tel: 27 11 783 7250 Fax: 27 11 783 7269 Email: admin@exhibitionsafrica.com Website: www.exhibitionsafrica.com</p> <p>Anina Hough Exhibition Management Services (EMS) Pty Ltd Mobile: +27 83 260 8131 Email: anina@mweb.co.za SAITEX Coordinator</p>

	(SAITEX) is an import/export business and trade fair representing various industry sectors. SAITEX will be co-located with AB7 for the second time in 2010		
March 13-16, 2011	Hostex 2011 Hostex is South Africa's premier hospitality, catering and food service exhibition. The show alternates between Cape Town, Durban, and Johannesburg on an annual basis. This exclusive business-to-business event targets the hospitality, catering, décor, design retail industry.	Sandton Convention Center, Johannesburg, South Africa	Lindy Taylor Specialised Exhibitions Tel: +27 11 835 1565 Mobile: +27 82 558 5429 Email: lindy@specialised.com Website: www.hostex.co.za

SECTION 4: OTHER PROMOTIONAL ACTIVITIES

The United States Food Service Promotion: The United States Department of Agriculture's Foreign Agricultural Service Office in Pretoria plans on working with Cooperators and State Regional Trade Groups who have expressed an interest in the Southern African market or already have planned market activities on a U.S. Food Service Promotion.

2010 may be potential export opportunity time for U.S. exporters in which to host events or even during the 2010 Soccer World Cup that will be hosted by South Africa from June 11 – July 11, 2010

SECTION 5: POST CONTACT INFORMATION

Should you have any questions or comments regarding this report or need further assistance, please contact AgPretoria at the following:

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For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service's website at: <http://www.fas.usda.gov>