

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

Voluntary - Public

Clearance Office: Office of Trade Programs (OTP)

Date: 4/17/2009

GAIN Report Number: SF9017

South Africa - Republic of

Post:Pretoria

Update of Southern Africa list of 2009 Trade Shows

Report Categories:

Promotion Opportunities

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Report Highlights:

This is an update of the 2009 Southern Africa trade shows and exhibitions that Foreign Agricultural Service (FAS) Pretoria is currently recruiting for in support of U.S. companies interested in increasing sales of food and agricultural products to this market.

General Information:

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. companies in the food, agriculture, and forest product sectors of potential export opportunities and upcoming trade events to Southern Africa in order to maintain American presence in this region. Through out the course of the year, we sometimes hear of or get invited to participate in other short term promotions such as cultural food and wine expos, retail in-store promotions, and menu promotions. 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			
June 4 – 7, 2009.	Alimenticia Angola 2009 Angola's annual international exhibition of food, drink, hotelier, restaurants and vending machines.	Feira Internacional de Angola (FILDA) Exhibition Center, Luanda, Angola.	Manuel Novais Arena Angola Tel: +244 222 393 369 Fax: +244 222 397 320email : manuel.novais@arenaangola.com www.arenaangola.com

For more information on doing business in Angola, our office prepared Angola Exporter guide (AO6001) link at: <http://www.fas.usda.gov/gainfiles/200603/146187017.pdf>

Section 3: Trade Shows in South Africa

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

Date	Event/Description	Location	Organizer's Contact
May 28 – 31, 2009	Cape Town Good Food and Wine Show The Gourmet Festival, is the South Africa's premier food, wine and lifestyle event. The show has positioned itself at the	Cape Town International Convention Center, Cape Town	Christine Cashmore Gourmet Food Festival Tel: +27 21 797 4500 Email: louise@gourmetsa.com Web: www.gourmetsa.com

	cutting edge of the gourmet industry to showcase and reflect the latest global trends within the local South African context.		
June 26 – 28, 2009	<p>Natural & Organic Products Exhibition</p> <p>In its 6th year, the Natural & Organic Products Exhibition 2009 continues to provide a platform for consumers to mobilize against harmful and unsustainable lifestyle practices through presenting practical and natural solutions and innovations.</p>	The Coca Cola Dome, Northriding, Johannesburg	<p>Janine Johnston Specialized Exhibitions Shows and Events Tel: +27 21 671 0935 Fax: +27 21 671 0176 Email: Janine@specialised.com www.naturalandorganic.co.za</p>
July 19 – 21, 2009	<p>Africa's Big Seven 2009; and Southern African International Trade Exhibition (SAITEX) 2009</p> <p>Africa Big Seven (AB7): The annual exhibition is an umbrella event that brings together seven shows under one roof. It showcases food, retail and Fast Moving Consumer Goods (FMCG) products with manufacturing processes. The seven exhibitions are: The Pan Africa Retail Trade Exhibition; Hardware, Housewares Africa; Retail Solutions Africa; Agri-Food; International Fair for the Meat Industries of Africa; Interbake Africa; and Dairy Deli</p>	Gallagher Estate, Johannesburg	<p>Exhibition Management Services (EMS) Tel: +27 11 783 7250 Fax: +27 11 783 7269 Email: director@exhibitionsafrica.com Web: www.exhibitionsafrica.com</p> <p>And</p> <p>Anina Hough SAITEX EMS Tel: +27 83 260 8131 Email: anina@mweb.co.za Web: www.exhibitionsafrica.com</p>

	Africa. SAITEX 2009 will be co-located with EMS's flagship event "Africa's Big Seven". SAITEX is an import and export business and trade fair established in 1993 acquired by EMS in November 2008 to be co-located first time with AB7 this year.		
July 23 – 27, 2009	Durban Good Food and Wine Show	Durban International Exhibition Convention Center, Kwa Zulu Natal, Durban	Christine Cashmore Gourmet Food Festival Tel: +27 21 797 4500 Email: louise@gourmetsa.com Web: www.gourmetsa.com
October 29 – November 1, 2009	Johannesburg Good Food and Wine Show	The Coca Cola Dome, Northriding, Johannesburg	Christine Cashmore Gourmet Food Festival Tel: +27 21 797 4500 Email: louise@gourmetsa.com Web: www.gourmetsa.com

Section 4: 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>