

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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Voluntary  Public

**Date:** 4/2/2012

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## **South Africa - Republic of**

**Post:** Pretoria

### **2nd Quarter Promotional Activity Report**

**Report Categories:**

Promotion Opportunities

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**Report Highlights:**

The report informs U.S. exporters in the food and beverage sectors of potential opportunities and upcoming trade shows and expo events in both South Africa and Angola. This is an update which includes trade show dates that were not included in the 1<sup>st</sup> quarter report.

**Executive Summary:**

Exports of consumer-oriented products from the United States to South Africa reached a new record in 2011, with sales at \$131 million compared to \$94 million in 2010. The United States also exported \$219 million of consumer-oriented products to Angola, also a new record, compared to \$161 million in 2010.

**General Information:**

**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 as dates are subject to change.

**SECTION 1: REPORT HIGHLIGHTS**

The purpose of this report is to inform U.S. exporters in the food and beverage sectors of potential export opportunities and upcoming marketing trade events in the Southern African region. Promotional activities listed are provided for consideration and geared towards entering new markets, developing and maintaining contacts with customers, introducing new products, finding agents, and understanding more about the competition.

A five-year BICO report (2007-2011) shows that U.S. consumer-oriented agricultural exports to South Africa and Angola are growing. The growth is due to a growing middle class and the expansion of these economies. The United States exports of consumer-oriented products to South Africa reached its highest export levels in 2011 to \$131 million compared to \$94 million in 2010, an increase of 41 percent. This increase was mostly due to the following commodities, which also reached record exports: snack foods, tree nuts, and other consumer oriented products.

The United States exported \$219 million of consumer-oriented products to Angola in 2011, a new record compared to \$161 million in 2010. This increase was mostly due to frozen/chilled/fresh red meats, poultry meat, and processed fruit and vegetables products which reached record export levels.

In South Africa, other categories which have shown consistent and substantial increases are food preparations (HS 210690), lactose syrups (HS 170211), waters inclusive of sweetened and flavored mineral (HS 220210), fruits prepared preserved (HS 200899), and sauces and condiments (HS 210390). Other high value exports that have shown sustained growth in South Africa are almonds fresh or dried (HS 080212), canned salmon (HS 160411), and whiskies (HS 220830).

For more information on doing business in South Africa, and to see which high value products present important opportunities for U.S. exporters, see the South African Exporter Guide at [www.fas.usda.gov](http://www.fas.usda.gov).

**SECTION 2: TRADE SHOWS IN SOUTHERN AFRICA RECOMMENDED BY POST**

Dates	Event	Location	Organizers Contacts
<b>2012: ANGOLA SHOWS</b>			
September 27 – 30, 2012	<b>Alimenticia Angola 2012</b>  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: <a href="mailto:manuel.novais@arenaangola.com">manuel.novais@arenaangola.com</a> <a href="http://www.arenaangola.com">www.arenaangola.com</a>
July 17 – 22, 2012	<b>FILDA</b>  International annual food, beverage and hospitality trade show.	Feira International de Angola (FILDA) Exhibition Center, Luanda, Angola	Feira International de Angola Estrada de Catete, Km 12 Tel: +244 917 654 000/001 Fax: +244 222 862 161 Email: <a href="mailto:feiras@fil-angola.co.ao">feiras@fil-angola.co.ao</a> <a href="http://www.fil-angola.co.ao">www.fil-angola.co.ao</a>
<b>2012: SOUTH AFRICA SHOWS</b>			
April 16- 20, 2012	<b>2012 All Africa Dairy School and Expo</b>  This is a showcase of the dairy industry. The show has full support of the entire industry. All players developing the South African dairy market are expected to attend. Courses will be run during the duration of the expo, and the objective is to provide knowledge and expertise to the industry in South Africa so that primary producers can minimize their costs and maximize their	Cedara College, Kwa-Zulu Natal, Durban	Julie McLachlan Tel: +27 12 998 6616 Mobile: +27 83 740 2720 Fax: +27 86 523 4652 Email: <a href="mailto:Julie@cendel.co.za">Julie@cendel.co.za</a>

	profitability, with the aim of meeting consumer requirements for the local and international markets.		
April 27 – 30, 2012	<p><b>South Africa (SA) Cheese Festival</b></p> <p>The Festival promises new trends in all things cheese.</p>	Sandringham, Stellenbosch, Cape Town	<p>Mariana Rabie Agri-Expo Tel: +27 21 975 4440 Mobile: +27 82 871 1114 Email: <a href="mailto:mariana@agriexpo.co.za">mariana@agriexpo.co.za</a> <a href="http://www.cheesefestival.co.za">www.cheesefestival.co.za</a></p>
May 15-17, 2012	<p><b>Hostex Cape Town 2012</b></p> <p>HOSTEX is South Africa's largest International hospitality and catering exhibition which brings together service providers throughout the tourism and hospitality industry. Hostex show alternates between Johannesburg and Cape Town. According to the show organizers, the 2010 Cape Town three day show attracted over 6,000 visitors, and new attractions for the show includes but not limited to demos, culinary art and competitions. South Africa's tourism and hospitality industries growth continues to offers good potential for increasing import of U.S. high value products.</p>	Cape Town International Convention Center	<p>Lindy Taylor Exhibition Manager: Specialized Exhibitions Tel: +27 11 835 1565 Email: <a href="mailto:lindyt@specialised.com">lindyt@specialised.com</a> <a href="http://www.hostex.co.za">www.hostex.co.za</a></p>
May 24 – 27, 2012	<p><b>Good Food and Wine</b></p> <p>Good Food &amp; Wine show is South Africa's finest food, beverages and lifestyle exhibition which treat gourmet and the</p>	Cape Town International Convention Center	<p>Christine Cashmore Director Gourmet Food Festival Tel:+27 21 702 2280 Ext. 202 Fax : +27 21 702 0719 Mobile : +27 82 903 2159 Email : <a href="mailto:christine@gourmentsa.com">christine@gourmentsa.com</a></p>

	<p>sensational line-up of international and South African top chefs. The show alternates between Cape Town, Durban, and Johannesburg.</p>		<p><a href="http://www.goodfoodandwineshow.co.za">www.goodfoodandwineshow.co.za</a></p>
<p>July 15 - 17, 2012</p>	<p><b>Africa's Big Seven 2012 (AB7)</b></p> <p>Africa's Big Seven co-located with SAITEX (Southern African International Trade Exhibition) is the continent's largest food and beverage industry event. The show targets the retail industry and agri-good industry. According to the show organizers the 2011 show attracted exhibitors and visitors from more than a quarter of the over 200 countries on the planet which is the best attendance ever in its 10-year history.</p>	<p>Gallagher Estate, Johannesburg, South Africa</p>	<p>Lineke Fleisher Exhibition Manager: Exhibition Management services – EMS Tel: +27 11 783 7250 Fax: +27 11 783 7269 Email: <a href="mailto:admin@exhibitionsafrica.com">admin@exhibitionsafrica.com</a> <a href="http://www.exhibitionsafrica.com">www.exhibitionsafrica.com</a></p>
<p>August 30 – September 2, 2012</p>	<p><b>Good Food and Wine Show</b></p> <p>Good Food &amp; Wine show is South Africa's finest food, beverages and lifestyle exhibition which treat gourmet and the sensational line-up of international top chefs and the South African top chefs. The show alternates between Cape Town, Durban, and Johannesburg.</p>	<p>Durban International Convention Center</p>	<p>Christine Cashmore, Director Gourmet Food Festival Tel : +27 21 702 2280 Ext. 202 Fax : +27 21 702 0719 Mobile : +27 82 903 2159 Email : <a href="mailto:christine@gourmetsa.com">christine@gourmetsa.com</a> <a href="http://www.goodfoodandwineshow.co.za">www.goodfoodandwineshow.co.za</a></p>

<p>September 21 – 24, 2012</p>	<p><b>Good Food and Wine Show</b></p> <p>Good Food &amp; Wine show is South Africa’s finest food, beverages and lifestyle exhibition which treat gourmet and the sensational line-up of international top chefs and the South African top chefs. The show alternates between Cape Town, Durban, and Johannesburg.</p>	<p>The Coca Cola Dome Northriding, Johannesburg</p>	<p>Christine Cashmore, Director Gourmet Food Festival Tel : +27 21 702 2280 ext. 202 Fax : 27 21 702 0719 Mobile +27 82 903 2159 Email : <a href="mailto:christine@gourmetsa.com">christine@gourmetsa.com</a> <a href="http://www.goodfoodandwineshow.co.za">www.goodfoodandwineshow.co.za</a></p>
<p>October 1 – 2, 2012</p>	<p><b>All Fresh Conference and Expo 2012</b></p> <p>The All Fresh is the number one national summit event of suppliers and producers of fresh produce in Sub Saharan Africa.</p> <p>Post recommends the show as South Africa is one of the fastest growing fresh fruit markets in the world. South Africa is the 2<sup>nd</sup> largest exporter of fresh citrus after Spain.</p>	<p>CSIR International Convention Center, Meiring Naude Street, Lynnwood, Pretoria, South Africa</p>	<p>Carient Taute Buzz Communications Camp Discovery Mobile : +27 83 630 3607 Fax : +27 86 626 7028 Email : <a href="mailto:carient@buzztzn.co.za">carient@buzztzn.co.za</a> <a href="http://www.allfresh.co.za">www.allfresh.co.za</a></p>
<p>2013</p>			

September 18 – 20, 2013	<b>IFE Africa 2013</b>  IFE Africa brings to South Africa the world's leading and food and drink brands, as well as numerous local producers to meet retail and foodservice buyers, importers, distributors and wholesalers from across the continent.	Sandton International Convention Center, Sandton, Johannesburg	Christopher McCuin Business Development Director Fresh RM and Montgomery Africa Tel : + 020 7886 3016 Fax : +020 7886 3091 Email : <a href="mailto:Chris.McCuin@freshrm.co.uk">Chris.McCuin@freshrm.co.uk</a>
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### SECTION 3: 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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Washington, D.C., 20521 – 9300  
Tel: +27 0 12 431 4057  
Fax: +27 0 12 342 2264  
Email: [agpretoria@fas.usda.gov](mailto:agpretoria@fas.usda.gov)

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>