

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

Voluntary Public

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South Africa - Republic of

Post: Pretoria

Food and Beverage Trade Shows

Report Categories:

Promotion Opportunities

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Report Highlights:

To continue the efforts to increase U.S. agricultural exports to the region, USDA/FAS Pretoria is pleased to inform U.S. exporters of potential export opportunities and related upcoming trade events in South Africa; including the International Food & Drink Event (IFEA) 2013, which will take place in South Africa for the first time ever.

SECTION 1: DISCLAIMER

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”.

Promotional activities listed are provided for consideration, with the purpose to inform U.S. exporters in the food and beverage sectors of potential export opportunities and related upcoming trade events in South Africa. For more information on doing business in South Africa, and to see which high value products present important opportunities for U.S. exporters, visit USDA/FAS website at www.fas.usda.gov for more reports including the South African Exporter Guide prepared by this office.

SECTION 2: FAS WASHINGTON ENDORSED TRADE SHOWS

Dates	Event	Location	Organizers Contacts
SOUTH AFRICA			
September 18-20, 2013	<p>Africa’s International Food & Drink Event (IFEA) 2013</p> <p>IFEA will to bring together both South Africans and International buyer groups to South Africa for the first time, and provide a collective platform to experience the very best food and drink available from across the globe. The event intends to showcase 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.</p>	Sandton International Convention Center, Sandton, Johannesburg	<p>Worldwide</p> <p>Christopher McCuin Business Development Director Fresh RM and Montgomery Africa Tel : + 020 7886 3016 Fax : +020 7886 3091 Email : Chris.McCuin@freshrm.co.uk</p> <p>Africa</p> <p>Ross Cullingworth Montgomery Africa Pty Ltd Tel: +27 11 835 1565 Email: rossc@montgomeryafrica.com</p>

SECTION 3: TRADE SHOWS IN SOUTH AFRICA RECOMMENDED BY POST

Dates	Event	Location	Organizers Contacts
March 17 – 20, 2013	<p>Hostex Cape Town 2013</p> <p>HOSTEX is South Africa’s largest International Hospitality and Catering</p>	Sandton Convention Center, Johannesburg	<p>Lindy Taylor Exhibition Manager: Specialized Exhibitions Tel: +27 11 835 1565 Mobile: +27 82 558 5429 Email: lindy@specialised.com</p>

	Trade Exhibition. The expo alternates between Johannesburg and Cape Town and attracts decision makers from across the spectrum of the catering and hospitality. South Africa's tourism and hospitality industries growth continues to offers good potential for increasing import of U.S. high value products.		www.hostex.co.za
April 26 – 28, 2013	South Africa (SA) Cheese Festival The Cheese Festival brings together cheese makers and visitors to experience a wide variety the South African dairy industry has on offer. A three-day April 2012 event attracted 32,000 visitors.	Sandringham Stellenbosch, Cape Town	Mariana Rabie Agri-Expo Tel: +27 21 975 4440 Mobile: +27 82 871 1114 Email: mariana@agriexpo.co.za www.cheesefestival.co.za
May 23 – 26, 2013	Good Food and Wine Good Food & 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.	Cape Town International Convention Center	Christine Cashmore Director Gourmet Food Festival Tel:+27 21 702 2280 Ext. 202 Fax : +27 21 702 0719 Mobile : +27 82 903 2159 Email : christine@gourmetsa.com www.goodfoodandwineshow.co.za
June 30 – July 2, 2013	Africa's Big Seven 2013 (AB7) Africa's Big Seven co-located with SAITEX (Southern African International Trade Exhibition) is the continent's largest food	Gallagher Estate, Johannesburg, South Africa	Lineke van der Bruggen Exhibition Manager Exhibition Management services – EMS Tel: +27 11 783 7250 Fax: +27 11 783 7269 Email: admin@exhibitionsafrica.com www.exhibitionsafrica.com

	<p>and beverage industry event. AB7 targets the retail and the agri-food industries, whereas SAITEX focus on agricultural machinery and equipments.</p> <p>According to the show organizers the 2012 show attracted almost 9,000 visitors from more 53 countries. 52% of visitors were owners, MDs or Directors of companies who could authorize a purchase. Visitors consisted of manufacturers (31%), distributors/agent (22%), Importers (19%), hospitality/food service reps (15%), wholesalers (13%), retail chains & retail independent (7% each), and convenience stores (3%).</p>		
August 8 - 11, 2013	<p>Good Food and Wine Show</p> <p>Good Food & 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>	Durban 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 : christine@gourmetsa.com www.goodfoodandwineshow.co.za</p>
September 21 - 24, 2013	<p>Good Food and Wine Show</p> <p>Good Food & Wine show is South Africa's finest food, beverages and lifestyle exhibition which treat gourmet and the sensational line-up of</p>	The Coca Cola Dome Northriding, Johannesburg	<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 : christine@gourmetsa.com www.goodfoodandwineshow.co.za</p>

	international top chefs and the South African top chefs. The show alternates between Cape Town, Durban, and Johannesburg.		
September 2013 TBD	All Fresh Conference and Expo 2013 The All Fresh is the number one national summit event of suppliers and producers of fresh produce in Sub Saharan Africa.	Venue TBD	Carien Taute Buzz Communications Camp Discovery Mobile : +27 83 630 3607 Fax : +27 86 626 7028 Email : carient@buzztn.co.za www.allfresh.co.za

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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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>