



USDA Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Template Version 2.09

Voluntary Report - public distribution

Date: 4/16/2007

GAIN Report Number: SF7016

South Africa, Republic of

Promotion Opportunities

Quarterly updates

2007

Approved by:

Rachel Bickford
U.S.Embassy, South Africa

Prepared by:

Margaret Ntloedibe

Report Highlights:

This is an update of report SF6040, which highlights the 2007 upcoming Southern Africa food and agricultural trade events. Recruitments are in process for Angola's Alimenticia show, scheduled between May 3 - 6, 2007. Angolan's continue to have a need for American food products due to their food prices which exceeds those in the US, and opportunities exist to sell to Angolan's private traders.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Pretoria [SF1]
[SF]

Disclaimer: " The promotional activities listed are provided for information purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participants are the responsibility of the activity organizer. Beware! All dates are subject to change, especially for events held in Angola. Please contact the organizer directly for further information."

To maintain the American presence in this region, the purpose of this report is to inform U.S. companies in the food, agriculture, and forest product sectors of potential export opportunities to Southern Africa and upcoming trade events. Through out the course of the year, we sometime hear or get invited to participate in other short term promotions such as cultural food and wine expos, retail in store promotions, and menu promotions.

SECTION 1: FAS/W ENDORSED TRADE SHOWS IN THE SOUTHERN AFRICA REGION

Date	Event/Description	Location	Contact/Organizer
May 3 – 6, 2007	Alimenticia Angola 2007 Angola's international exhibition of food, drink, hotelier, restaurants and vending. It is held annually.	Feira International de Angola (FILDA) Exhibition Center Luanda, Angola	Arena Angola Tel: 244 2 393 369 Fax: 244 2 397 320 Email: info@arenaangola.com www.arenaangola.com or www.eventseye.com/fairs/trade_fair_event_3392.html

For more information on doing business in Angola, our office prepared Angola Exporter guide (AO6001). To download this report, please go to our website at: www.fas.usda.gov. Scroll down to "Reports and Forecasts", and click on "Attache Reports". Select the 3rd option search by AGR Number, and type in AO6001.

SECTION 2: TRADE SHOWS IN SOUTH AFRICA RECOMMENDED BY POST

Date	Event/Description	Location	Contact/Organizer
May 23 – 26, 2007	Export Import Africa Expo ExportAfrica, an annual event which was started in 2005, and has attracted exhibitors from small medium-sized and large manufacturers of a variety of products; trade-related services; governmental trade promotion agencies; including small and medium-	Gallagher Estate Johannesburg, South Africa	Mandie Slippers Hweba Africa (Pty) Ltd Tel: 27 11 678 1024 Fax: 27 11 678 0838 Email: mandie@eventsza.com Or info@exportimportafricaexpo.com www.exportimportafricaexpo.com

	<p>sized exporter development agencies showcasing their export support services.</p> <p>The launch of ImportAfrica to run alongside ExportAfrica gives visitors a balanced view of trading environment.</p>		
July 15 – 17, 2007	<p>Africa's Big Seven 2007</p> <p>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 Africa.</p>	Gallagher Estate Johannesburg, South Africa	<p>Exhibition Management Services - EMS Tel: 27 11 783 7250/1/6/9 Fax: 27 11 783 7269 Email: admin@exhibitionsafrica.com Website: www.exhibitionsafrica.com</p>
October 16 – 19, 2007	<p>SAITEX 2007</p> <p>The 14th annual international South African International Trade Exhibition (SAITEX) is a strictly business and trade fair with exhibitors</p>	Gallagher Estate Johannesburg, South Africa	<p>Anina Hough SAITEX Sales Manager Kagiso Exhibitions (Pty) Ltd Tel: 27 11 661 4000 Fax: 27 11 496 3996 or 496 3883 Mobile: 27 83 260 8131 Email: anina@saitex.co.za Or askme@saitex.co.za Website: www.saitex.co.za</p>

	<p>representing various government and industry sectors. Exhibitors will be exposed to more than 7,000 agents, distributors, exporters and importers, with well established infrastructure and trade networks throughout Africa and the world.</p>		
<p>October 12 – 14, 2007</p>	<p>Natural & Organic Products Exhibition</p> <p>This is an annual event, which alternates between Johannesburg and Cape Town, South Africa. The growth rate of the natural and organic industry has been phenomenal, and it is expected that this global growth will continue at a rapid pace in South Africa. The exhibition is a forum dedicated to facilitating the growth and support of the emerging industry, and will attract buyers from retail, service and health industries. 2008 top new natural and organic products will be showcased.</p>	<p>Cape Town International Convention Center Cape Town, South Africa</p>	<p>Janine Johnson Specialized Exhibitions Shows and Events Tel: 27 21 671 0935 Fax: 27 21 671 0176 Email: Janine@specialised.com Website: www.naturalandorganic.co.za</p>
<p>October 24 – 26, 2007</p>	<p>Fish, Aquaculture and Maritime Africa 2007</p> <p>The 12th anniversary edition of Fish Africa receives a double</p>	<p>Cape Town International Convention Center Cape Town, South Africa</p>	<p>John Thomson, MD Gillian Pope, Exhibition Manager Exhibition Management Services – EMS Tel: 27 11 782 72501/6/9 Fax: 27 11 783 7269 Email: gp@exhibitionsafrica.com www.exhibitionsafrica.com</p>

	<p>boost as a new event is launched and Aquaculture comes of age with the UN Food and Aquaculture (FAO) announcing that for the first time the volume of farmed fish consumed nearly equals wild caught product.</p> <p>Maritime Africa is a new event in conjunction co-located alongside Fish and Aquaculture Africa, which encompasses all aspects of the general maritime industry including ship building, ship repair, workboats, ferries, marine equipment, propulsion systems, paints and coatings, maritime insurance and finance.</p>		
--	---	--	--

SECTION 3: POST CONTACT AND FURTHER INFORMATION

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

Foreign Agricultural Service
 U.S. Embassy Pretoria, South Africa
 Washington, D.C., 20521 – 9300
 Tel: 011 27 12 431 4235
 Fax: 011 27 12 342 2264
 Email: 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>