



USDA Foreign Agricultural Service

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South Africa, Republic of

Promotion Opportunities

Quarterly Promotion Report

2004

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Report Highlights:

The Hostex trade show is the premier food show in South Africa. Natural & Organic Product Exhibition is a new trade show scheduled to be held June, in Sandton, Johannesburg, South Africa. The Foreign Agricultural Service in Pretoria plans to visit the trade show to assess it for future participation.

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

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"The Promotional activities listed are provided for information purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer."

SECTION 1: FAS/W ENDORSED TRADE SHOWS

Post had two trade shows under this category endorsed by FAS/Washington, namely Hostex and Food & Hotel Africa.

According to Specialized Exhibitions, the Food and Hotel Africa show organizers, Food & Hotel Africa will no longer take place. Specialized exhibitions has a new trade show, the Natural & Organic Products Exhibition, scheduled to be held 25-27 June, 2004. Post intends to visit the show to access it for future participation.

SECTION 2: TRADE SHOWS RECOMMENDED BY POST

A.

Title:	Hotel & Tourism World Africa 2004
Dates:	8-10 June, 2004
Venue:	The Hilton, Sandton Johannesburg, SOUTH AFRICA

Contact Information:	Brain Shabangu Tel: 27-11-463-6001 Fax: 27-11-463-6903 Email: brian.shabangu@terrapinnco.za
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For more Information: www.terrapinn.com

Brief Narrative: The first African Hotel and Tourism world event Hotel and Tourism World Africa 2004. It is the African forum to discuss hotel and tourism development and investment issues. Africa is opening us as the new tourism hub. Never before have tourism development trends, hotel development trends, government involvement and responsibility, funding and financing developments, leisure and attraction developments, as well as transportation and travel infrastructure issues been so important. Hotel and Tourism World Africa 2004 is the premier event for hotel and tourism professionals to discover and travel into the hotel and tourism development future, and to promote Africa's dream of being the number one international tourism destination in the world.

B.

Title:	Natural & Organic Products Exhibition
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Dates: 25-27 June, 2004
Venue: Sandton Convention Center
Sandton, Johannesburg, SOUTH AFRICA
Contact Information: Specialized Exhibitions (Pty) Limited
Tel: 27-11-835-1565
Fax: 27-11-496-1161
Email: specialized@specialized.com

For More Information: www.specialised.com

Brief Narrative: The First "Natural & Organic Products Exhibition will be staged at the Sandton Convention Center. The exhibition and conference will be the official launch of the South African Natural and Organic industry – its coming of age. The importance of this show will attract buyers from the retail sector, health stores, pharmacies and other specialist stores offering products for this changing lifestyle. The exhibition will be divided into a number of specific sections such as beverages, foods, beauty and skincare, vitamins and supplements, general products and services.

C.

Title: WordPro Africa 2004
Dates: 4-7 August, 2004
Venue: Expo Center, NASREC
Johannesburg, SOUTH AFRICA

Contact Information: Tel: 27-11-835-1565
Fax: 27-11-496-1161
Email: Charlene@specialised.com

For More Information: www.specialised.com

Brief Narrative: The 7th African International Woodworking, Machinery, Timber Processing and Furniture Manufacturing Supplies Exhibition. WordPro Africa has built its reputation as being a showcase for the latest developments and trends for a broad cross-section of the woodworking industry. The exhibition focuses on timber processing, woodworking machinery, complementary equipment, finishes and fittings, and furniture manufacturing supplies. South Africa has a long history of commercial timber growing, predominantly for the mining, and later the paper and pulp industries. The industry is strongly dominated by primary producers and processors, with several large concerns operating in the timber growing, saw milling and board producing organizations.

D.

Title: SAITEX–The South African International Trade Expo 2005
Dates: 4 7 October, 2005
Venue: Gallagher Estate, Midrand, SOUTH AFRICA
Contact Information: Kagiso Exhibitions (Pty) Ltd
Tel: 27-11-661-4000
Fax: 27-11-496-3993
Email: info@saitex.co.za

Fore More Information: www.saitex.co.za

Brief Narrative: SAITEX is SOUTH Africa's leading international multi-sectoral trade exhibitions, which offers two major trade promotion events: South Africa Import Week and the South Africa Investment and Development Expo. The main focus of the South African

Import Week is exhibition of imported machinery, equipment, materials and technologies. The South Africa Investment and Development Expo aims to promote new investment opportunities in the region, as well as facilitate meetings between potential and current investors with principal investment institutions, Chambers of Commerce, Industry Associations and Government Agencies. Since its inception in 1993, SAITEX has successfully promoted increasing trade between South Africa, African and foreign companies. The show is well known for making export, import, development and investment opportunities translate into transactions, and the event has become an important annual milestone for Africa's trade relationships with the world.

SECTION 3: POST CONTACT

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

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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>