



USDA Foreign Agricultural Service

# GAIN Report

Global Agriculture Information Network

Template Version 2.09

Voluntary Report - Public distribution

**Date:** 10/15/2007

**GAIN Report Number:** SF7039

## South Africa, Republic of

## Promotion Opportunities

## Annual Report

## 2007

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**Report Highlights:**

This report provide details of upcoming 2008 trade events in Southern Africa, and other marketing opportunities and events USDA FAS/AgPretoria is planning on organizing in support of U.S. companies who are interested in entering or increasing sales within the Southern Africa market. Post believes that, in addition to South Africa, Angola shows the greatest opportunity for growth for U.S. Agricultural exports out of the ten countries that AgPretoria cover in Southern Africa. In 2006, the United States exported approximately \$170 million of agricultural, fish and forestry products to South Africa. Intermediate agricultural products such as planting seeds are an important export to South Africa. A variety of high-value products such as almonds, cultivated ginseng root, canned salmon, Kentucky bourbon, frozen food preparations, and sauces have shown consistent growth over the last five years and represent important opportunities for U.S. exporters. Over the past five years, the United States has exported an average of \$65.5 million per year of agricultural fish and forestry products to Angola.

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

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

To strive to maintain continued 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 sometimes 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
<b>DTA</b>	Alimenticia Angola 2008  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: <a href="mailto:info@arenaangola.com">info@arenaangola.com</a> <a href="http://www.arenaangola.com">www.arenaangola.com</a> or <a href="http://www.eventseye.com/fairs/trade_fair_event_3392.html">www.eventseye.com/fairs/trade_fair_event_3392.html</a>

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 2: TRADE SHOWS IN SOUTH AFRICA RECOMMENDED BY POST

For more information on doing business in South Africa, view Exporter guide (SF7036) link at: <http://www.fas.usda.gov/gainfiles/200710/146292636.pdf> , to see which high value products have shown consistent growth over the last five years and represent important opportunities for U.S. exporters.

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

Date	Event/Description	Location	Contact/Organizer
January 22 – 23, 2008	Food Ingredients Africa 2008  For the first time in 2008, the Food ingredients (FI) trade show is coming to Africa, where it will bring together food ingredients manufacturers, suppliers and	Cape Town International Convention Center Cape Town, South Africa.	Adriaan Dorenbos Tel: + 31 346 559 469 Email: <a href="mailto:adorenbos@cmpi.biz">adorenbos@cmpi.biz</a> <a href="http://www.fi-events.com">www.fi-events.com</a>

	developers from far and wide.		
April 18 - 20, 2008	<p>Gardenex 2008</p> <p>Gardenex – the largest flower, plant and gardening show in Southern Africa. The show offers local and international exhibitors a premier platform to showcase every aspect of flora, gardening and landscaping to thousands of gardeners and homemakers.</p>	The Cola-Cola Dome, Northriding Johannesburg, South Africa	<p>Thebe Exhibitions</p> <p>Tel: 27 11 549 8300</p> <p>Fax: 27 11 549 8511</p> <p>Email: Clair Brown at: <a href="mailto:Clair@ThebeExhibitions.co.za">Clair@ThebeExhibitions.co.za</a></p> <p>Website: <a href="http://www.gardenex.co.za">www.gardenex.co.za</a></p>
May 8 - 10, 2008	<p>International Franchise &amp; Entrepreneurs Expo or the Franchise Expo 2008</p> <p>Positioned as the ultimate platform for the franchise, investment and business opportunities market.</p> <p>The showcase, which is more than just an Expo, assists aspiring entrepreneurs &amp; small to medium business owners, to change their lifestyle or career paths by owning their own businesses and gives franchisers and companies offering business opportunities the invaluable opportunity to meet face to face with potential new</p>	Sandton Convention Center, Sandton Johannesburg, South Africa	<p>Theresa da Costa Kagiso Exhibitions</p> <p>Tel: 27 11 661 4000 or 802 1611</p> <p>Fax: 27 11 496 3992</p> <p>Email: <a href="mailto:Theresa@kagisoexpo.co.za">Theresa@kagisoexpo.co.za</a></p> <p>Website: <a href="http://www.kagisoexpo.co.za">www.kagisoexpo.co.za</a> or <a href="http://www.fasa.co.za">www.fasa.co.za</a></p>

	investors.		
May 10- 13, 2008	<p>Indaba 2008</p> <p>Indaba is the largest tourism marketing event on the African calendar. Indaba brings together a showcase of Southern African tourism products and services for the International travel trade. Exhibitor categories include accommodation, tour operators, game lodges, transport, online travel, media publications and industry associations. Outdoor exhibitors include transport, camping and safari companies.</p>	<p>International Convention Center (ICC)&amp; Durban Exhibition Center (DEC), Kwa Zulu Natal, Durban, South Africa</p>	<p>Silindile Ndlovu, Exhibitor Liaison Kagiso Exhibitions Tel: 27 11 661 4006 Fax: 27 11 496 3933 Email: <a href="mailto:silindile@kagisoexpo.co.za">silindile@kagisoexpo.co.za</a> <a href="mailto:indaba@kagisoexpo.co.za">indaba@kagisoexpo.co.za</a></p> <p>Websites: Kagiso Exhibitions: <a href="http://www.kagisoexpo.co.za">www.kagisoexpo.co.za</a> Indaba: <a href="http://www.indaba-southafrica.co.za">www.indaba-southafrica.co.za</a> South African Tourism: <a href="http://www.southafrica.net">www.southafrica.net</a></p>
May 15 - 18, 2008	<p>Cape Town 2008 Good Food and Wine Show</p> <p>The Gourmet Festival, South Africa's premier food, wine and lifestyle event. Experience sectors such as spirits of Africa; "Whats new section for brand new products; healthy living section; farm produce; and foods from around the world. The show alternates between Cape Town and Johannesburg.</p>	<p>Cape Town International Convention Center Cape Town, South Africa</p>	<p>Louise Gourmet Food Festival Tel: 27 21 797 4500 Email: <a href="mailto:louise@gourmetsa.com">louise@gourmetsa.com</a> Website: <a href="http://www.gourmetsa.com">www.gourmetsa.com</a></p>
May 23 – June 1, 2008	<p>The 2008 Royal Agricultural Show</p> <p>The Royal show, an</p>	<p>Pietermaritzburg, Kwazulu Natal Durban, South Africa</p>	<p>The Royal Agricultural Society of Natal Tel: 27 33 345 6274 Fax: 27 33 394 3540</p>

	<p>exposition for Agriculture, Commerce &amp; Industry, caters to both livestock as well as equipment, and is regarded as the largest show in the country incorporating fully represented agricultural components. The event attracts commercial exhibitors, agricultural and livestock exhibitors which draw about 230,000 visitors including approximately 3,000 farmers from all 9 provinces.</p>		<p>Email: <a href="mailto:rshow@iafrica.com">rshow@iafrica.com</a> or <a href="mailto:info@royalshow.co.za">info@royalshow.co.za</a></p> <p>Website: <a href="http://www.royalshow.co.za">www.royalshow.co.za</a></p>
May 28 – 30, 2008	<p>2008 Cape Town Hostex Show</p> <p>First established in Johannesburg in 1986. South Africa's premier hospitality, catering and food service exhibition. The show alternates between Cape Town, Durban and Johannesburg on an annual basis. This exclusive business-to-business event targets the hospitality, catering, décor, design or retail industry.</p>	<p>Cape Town International Convention Center Cape Town, South Africa</p>	<p>Lindy Taylor Exhibitions for Africa Tel: 27 11 886 3734 Email: <a href="mailto:lindyt@exhibitafrica.co.za">lindyt@exhibitafrica.co.za</a> Website: <a href="http://www.hostex.co.za">www.hostex.co.za</a></p>
July 20 – 22, 2008	<p>Africa's Big Seven 2008</p> <p>The annual exhibition is an umbrella event that brings together seven shows under one roof. It</p>	<p>Gallagher Estate Johannesburg, South Africa</p>	<p>Exhibition Management Services - EMS Tel: 27 11 783 7250/1/6/9 Fax: 27 11 783 7269 Email: <a href="mailto:admin@exhibitionsafrica.com">admin@exhibitionsafrica.com</a> Website: <a href="http://www.exhibitionsafrica.com">www.exhibitionsafrica.com</a></p>

	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.		
July 26 – 29, 2008	WoodPro Africa 2008  Woodpro Africa is the only comprehensive wood processing exhibition in South Africa	Expo Center NASREC, Johannesburg South Africa	John Knocker/Dawn Niemack Specialised Exhibitions Tel: 27 11 835 1565 Fax: 27 11 496 1161 Email: <a href="mailto:jhck@specialised.com">jhck@specialised.com</a> Or <a href="mailto:dniemack@specialised.com">dniemack@specialised.com</a> website: <a href="http://www.specialised.com">www.specialised.com</a>
September 8 – 10, 2008	Kwazulu Natal Hostex 2008  First established in Johannesburg in 1986. South Africa's premier hospitality, catering and food service exhibition alternates between Cape Town, Durban and Johannesburg on an annual basis. This exclusive business-to-business event targets the hospitality, catering, décor, design or retail industry.	International Convention Center (ICC)& Durban Exhibition Center (DEC), Kwa Zulu Natal, Durban, South Africa.	Lindy Taylor Exhibitions for Africa Tel: 27 11 886 3734 Email: <a href="mailto:lindyt@exhibitafrica.co.za">lindyt@exhibitafrica.co.za</a> Website: <a href="http://www.hostex.co.za">www.hostex.co.za</a> Or <a href="http://www.hostexkzn.co.za">www.hostexkzn.co.za</a>
October 14 – 16, 2008	Propak Africa 2008  Propak will	Cape Town International Convention Center	John Knocker/Dawn Niemack Specialised Exhibitions Tel: 27 11 835 1565

	<p>showcase the whole spectrum of the packaging industry covering the entire process from converting equipment, packaging materials, containers and components, packaging and ancillary machinery, to end of line handling including marking, coding, labeling and taping. Propak Africa enjoys the active support and recognition of the most reputable institutions in the industry including, the Packaging Council of South Africa, the South African Association for Food Science, and many others. Propak co-locates two other shows, Pro-Plas Africa Expo; and Print Expo.</p>	<p>Cape Town, South Africa</p>	<p>Fax: 27 11 496 1161  Email: <a href="mailto:jhck@specialised.com">jhck@specialised.com</a>  Or  <a href="mailto:dniemack@specialised.com">dniemack@specialised.com</a>  website:  <a href="http://www.specialised.com">www.specialised.com</a></p>
<p>Oct 30 – Nov. 2, 2008</p>	<p>Johannesburg 2008 Good Food and Wine Show</p> <p>The Gourmet Festival, South Africa's premier food, wine and lifestyle event. Experience sectors such as spirits of Africa; "Whats new section for brand new products; healthy living section; farm produce; and foods from around the world. The show</p>	<p>Gallagher Estate Johannesburg, South Africa</p>	<p>Louise Gourmet Food Festival  Tel: 27 21 797 4500  Email: <a href="mailto:louise@gourmetsa.com">louise@gourmetsa.com</a>  Website: <a href="http://www.gourmetsa.com">www.gourmetsa.com</a></p>



	alternates between Cape Town and Johannesburg.		
<b>DATE TBA</b>	<p>All Fresh 2008 Expo</p> <p>"All Fresh! – the one event", is the single national summit for suppliers and producers in the fresh produce industry.</p>	<b>Venue TBA</b>	<p>Carien Landman Tiro Events t/a All-Fresh Tel: 27 15 306 6275 Fax: 27 86 626 7048 Mobile: 27 83 630 3607 Email: <a href="mailto:carien@ssprojects.co.za">carien@ssprojects.co.za</a> Or Marianne van der Laarse Tel: 27 12 332 0696 Fax: 27 12 332 0547 Mobile: 27 82 388 1000 Email: <a href="mailto:Marianne@qcfresh.com">Marianne@qcfresh.com</a> Website: <a href="http://www.allfresh.co.za">www.allfresh.co.za</a></p>
<b>Date TBA</b>	<p>SAITEX 2008</p> <p>The annual international South African International Trade Exhibition (SAITEX) is a strictly business and trade fair with exhibitors representing various government and industry sectors. Exhibitors will be exposed to agents, distributors, exporters and importers, with well established infrastructure and trade networks throughout Africa and the world.</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: <a href="mailto:anina@saitex.co.za">anina@saitex.co.za</a> Or <a href="mailto:askme@saitex.co.za">askme@saitex.co.za</a> Website: <a href="http://www.saitex.co.za">www.saitex.co.za</a></p>
<b>Date TBA</b>	<p>Natural &amp; 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</p>	Gallagher Estate Johannesburg, South Africa.	<p>Janine Johnson Specialized Exhibitions Shows and Events Tel: 27 21 671 0935 Fax: 27 21 671 0176 Email: <a href="mailto:Janine@specialised.com">Janine@specialised.com</a> Website: <a href="http://www.naturalandorganic.co.za">www.naturalandorganic.co.za</a></p>

	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.		
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### SECTION 3: POST CONTACT AND OTHER SOURCES OF INFORMATION

#### A. Additional Sources and Links:

Angola Exporter guide, <http://www.fas.usda.gov/gainfiles/200603/146187017.pdf>  
 South Africa Exporter guide, <http://www.fas.usda.gov/gainfiles/200710/146292636.pdf>  
 Food Ingredients Africa 2008, <http://africa2008.fi-events.com/content/default.aspx>  
 Natural and Organic, <http://www.naturalandorganic.co.za/no/index.asp>  
 SAITEX, <http://www.saitex.co.za/about>  
 Allfresh, <http://www.allfresh.co.za/home.htm>  
 Good Food and Wine, [http://www.gourmetsa.com/gourmet\\_events/index.html](http://www.gourmetsa.com/gourmet_events/index.html)  
 Hostex, <http://www.hostexkzn.co.za/>  
 Africa's Big Seven 2008, [http://www.exhibitionsafrica.com/exhibition\\_list\\_2007.asp](http://www.exhibitionsafrica.com/exhibition_list_2007.asp)

#### B. Post Contact:

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: +27 0 12 431 4235  
 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>