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South Africa, Republic of

Promotion Opportunities

Annual report

2006

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Report Highlights:

The report highlights food and agricultural upcoming 2007 trade events in Southern Africa. Angola and South Africa show growth in key economic sectors making them good prospects for food and beverage products. To view monthly or quarterly foreign tourist arrivals to South Africa, refer to South African Tourism's website at: www.southafrica.net (at the bottom of the home page click on "research"). Tourism in South Africa is expected to grow by almost 6% annually over the next ten years, and it currently contributes more than 9% to the Gross Domestic Product. This is a remarkable achievement for a country that just over ten years ago, was not even on the tourists' map. In 2005 the U.S. exported \$75 million of agricultural, fish, and forest products to Angola – mainly frozen chicken leg quarters, pulses, and offal; whereas in 2005, the U.S. exported \$172 million (\$192 million in 2004) of agricultural, fish, and forestry to South Africa. (The decline is attributable to lower wheat exports). Intermediate agricultural products such as planting seeds continue to be important imports for South Africa, in addition, animal fats have shown consistent and substantial growth, although exports were lower in 2005. A variety of high value products, including almonds, pistachios, canned salmon, and whiskey, and frozen food preparations have grown consistently. Trade shows in Southern Africa ranges from small to medium sized.

Includes PSD Changes: No
Includes Trade Matrix: No
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Pretoria [SF1]
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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 participation 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
Date TBA	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

For more information on doing business in South Africa, view Exporter guide (SF6037) 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
March 13 – 16, 2007	Propak Africa 2007 Propak will showcase the whole spectrum of the packaging industry covering the entire process from converting equipment, packaging	Expo Center NASREC Johannesburg, South Africa	John Knocker/Dawn Niemack Specialized Exhibitions Tel: 27 11 835 1565 Fax: 27 11 496 1161 Email: jhck@specialised.com Or dniemack@specialised.com Website: www.specialised.com

	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 2 other shows under one roof, namely Pro-Plas Africa Expo and Print Expo.		
March 13 – 16, 2007	AFMA Forum 2007 AFMA (Animal Feed Manufacturers Association, the 6 th International Congress for the feed and related industries.	Sun City Northwest Province South Africa	De Wet Boshoff Tel: 27 12 663 9097 or 663 9361 Fax: 27 12 663 9612 Email: admin@afma.co.za Website: www.afma.co.za
March 18 – 21, 2007	Hostex 2007 First established in Johannesburg in 1986. South Africa's premier hospitality, catering and food service exhibition alternates between Johannesburg and Cape Town on an annual basis. This exclusive business-to-business event targets the hospitality, catering, décor, design or	Sandton Convention Center, Sandton Johannesburg, South Africa	Lindy Taylor Exhibitions for Africa Tel: 27 11 886 3734 Email: lindyt@exhibitafrica.co.za Website: www.hostex.co.za

	retail industry.		
April 20 – 22, 2007	<p>Gardenex 2007 (previously known as Horticulture)</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, Northgate Johannesburg, South Africa	<p>Thebe Exhibitions Tel: 27 11 549 8300 Fax: 27 11 549 8511 Email: Clair Brown at: Clair@ThebeExhibitions.co.za Website: www.gardenex.co.za</p>
May 3 – 5, 2007	<p>International Franchise & Entrepreneurs Expo 2007</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 & 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 Tel: 27 11 661 4000 or 802 1611 Fax: 27 11 496 3992 Email: Theresa@kagisoexpo.co.za Website: www.kagisoexpo.co.za or www.fasa.co.za</p>

	investors.		
May 12 – 15, 2007	<p>Indaba 2007</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)& Durban Exhibition Center (DEC), Kwa Zulu Natal, Durban, South Africa</p>	<p>Jacqui Reynolds, Exhibition Manager Kagiso Exhibitions Tel: 27 11 661 4006 Fax: 27 11 496 3933 Email: indaba@kagisoexpo.co.za Or jacqui@kagisoexpo.co.za</p> <p>Websites: Kagiso Exhibitions: www.kagisoexpo.co.za Indaba: www.indaba-southafrica.co.za South African Tourism: www.southafrica.net</p>
May 24 – 27, 2007	<p>The Good Food and Wine Show</p> <p>In its 11th year, this is Southern Africa's largest exhibition on food, wine and lifestyle. 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 May show takes place in Cape Town, while a September show is scheduled for Johannesburg.</p> <p>Dates for Johannesburg show TBA.</p>	<p>Cape Town International Convention Center Cape Town, South Africa</p> <p>Gallagher Estate Johannesburg, South Africa</p>	<p>Louise Gourmet Food Festival Tel: 27 21 797 4500 Email: louise@gourmetsa.com Website: www.gourmetsa.com</p>

May 25 – June 3, 2007	<p>2007 Royal Agricultural Show</p> <p>The Royal show is a mixed trade and commerce exhibit with a fully-fledged agricultural component comprising 30% of the exhibitor mix. 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>	Pietermaritzburg, Kwazulu Natal Durban, South Africa	<p>The Royal Agricultural Society of Natal Tel: 27 33 345 6274 Fax: 27 33 394 3540 Email: rshow@iafrica.com or info@royalshow.co.za</p> <p>Website: www.royalshow.co.za</p>
July 2007 (Date TBA)	<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>

September 13 – 24, 2007	All Fresh 2007 Expo "All Fresh! – the one event", is the single national summit for suppliers and producers in the fresh produce industry.	Western Cape Spier, South Africa	Carien Landman Tel: 27 15 307 1027 Fax: 27 15 307 1393 Mobile: 27 83 630 3607 Email: carienl@tiscali.co.za Or Marianne van der Laarse Tel: 27 12 332 0696 Fax: 27 12 332 0547 Mobile: 27 82 388 1000 Email: Marianne@qcfresh.com Website: www.allfresh.co.za
Date TBA	SAITEX 2007 The 14 th 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 more than 7,000 agents, distributors, exporters and importers, with well established infrastructure and trade networks throughout Africa and the world.	Gallagher Estate Johannesburg, South Africa	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
Date TBA	Natural & Organic Products Exhibition 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	Gallagher Estate Johannesburg, South Africa	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

	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 FURTHER INFORMATION

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

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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>