

Voluntary Report – Voluntary - Public Distribution

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Report Name: Food and Beverage Trade Show Promotions

Country: South Africa - Republic of

Post: Pretoria

Report Category: Promotion Opportunities

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Report Highlights:

Currently there are no USDA-endorsed trade shows planned in South Africa in 2020. This report provides a list of food, beverage and agricultural shows scheduled to be held in the country. Some shows could be cancelled or postponed due to the COVID19 pandemic. In 2019, South African agricultural and related imports from the world were \$154 billion of which \$400 million were from the United States.

SECTION 1: Southern Africa Promotional Trade Shows That Might Be of Consideration

The purpose of this report is to inform U.S. exporters in the food and beverage sectors of potential export opportunities and related upcoming trade events in Southern Africa, mainly in South Africa, and Angola. There has been a trend toward shrinking and consolidating trade shows in South Africa, as suppliers find other avenues to be introduced to new products. Some trade shows have restructured to be held every other year, while others have combined to draw more participants.

Note that some of these shows may be disrupted due to the COVID 19 pandemic, so all precautions should be taken when planning to participate in or visit a show. U.S. companies interested in exporting should contact our office in advance of any show to receive additional information on the markets for their products.

In 2019, South African agricultural and related imports from the world were \$154 billion of which \$400 million were from the U.S. Leading top 10 U.S. export categories to South Africa include chicken cuts and edible offal (\$76 million), animal feed preparations of mixed feeds (\$27 million), corn (maize) seed other than sweet seed corn (\$22 million), almonds (\$19 million), food preparations (\$17 millions), enzymes and prepared enzymes ((\$14 million), grain sorghum (\$13 million), food/drinks ingredients (\$12 million), whiskies (\$12 million), and hake frozen (\$6 million).

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 due to COVID-19 pandemic.

Dates	Event	Location	Organizer Contact Details
POSTPONED due to COVID 19	South African Cheese Festival 2020 The prominent Cheese Festival is South Africa in its 19th year, will bring together cheese producers, crafters and visitors to experience a range of products that compliments cheese, from wine, beer, and spirits. According to the show organizers, the 2019 was a success with a record of over 170 exhibitors, of which a third were new participants. The festival hosts culinary specialists and celebrity chefs.	Sandringham, Stellenbosch, Cape Town, SOUTH AFRICA	Reinette Basson Sales Executive (Exhibitors/Stalls) Agri-Expo Tel: +27 21 975 4440/1/2/3 Mobile: +27 82 592 9511 Email: reinette@agriexpo.co.za www.cheesefestival.co.za
May 8-10, 2020	Organic & Natural Product Expo Africa 2020	The Deck, Corlett Drive, Johannesburg,	Emails: Gill@organicandnaturalexpo.com John.T@SATP.co.za

	<p>The continent's dedicated event for the organic and natural products industry sector.</p> <p>The expo caters for both trade and consumer. The event categories include organic and natural foods, beverages, ingredients and raw materials, vegan, vegetarian, halaal and kosher, health foods and dietary supplements, supplements and nutrition, cosmetics and hygiene, beauty and personal care, household, organic farming, and gardening.</p>	SOUTH AFRICA	G.Rotunno@NGexhibitions.com www.organicandnaturalexpo.com
May 13-16, 2020	<p>Alimenticia Angola 2020</p> <p>Alimenticia 2020, is the 7th edition of Angola's largest meeting of food industry, beverage, distribution, and logistic fair.</p>	ZEE Special Economic Zone, Luanda, ANGOLA	<p>Francisco Sousa Trade Show Coordinator Events Arena Mobile: +244 921 385 528 Email: Francisco.sousa@eventosarena.co.ao www.eventosarena.co.ao</p>
June 21-23, 2020	<p>Africa's Big 7 2020 (AB7)</p> <p>Africa's Big 7 is co-located with SAITEX (Southern African International Trade Exhibition), and the Hotel Show Africa. The event covers everything from fresh produce and ingredients, manufacturing technologies, processing, packaging, and equipment. According to the show organizers, the 2019 event had over 250 exhibitors from 67 participating countries, and over 7,000 food and beverage professionals.</p>	Gallagher Estate, Johannesburg, SOUTH AFRICA	<p>Dale Magaya Sales Manager: Food, Trade & Hospitality DMG Exhibition Management Services (EMS) Africa Tel: +27 11 783 7250 Mobile: +27 81 231 3006 Email: DaleMagaya@dmgevents.com www.dmgevents.com www.africabig7.com</p>
July 17-19, 2020	<p>Food & Drink Revolution 2020</p> <p>The Food & Drink Revolution features 3-Show-In-One, Coffee & Chocolate Africa, Fire & Feast Africa, and Bars & Good Spirits Africa.</p>	The TicketPro Dome, Northriding, Johannesburg, SOUTH AFRICA	<p>Sandra Jardim General Manager Reed Exhibitions Tel: +27 11 549 8300 Mobile: +27 82 506 2696 Email: Sandra.Jardim@reedex</p>

	<p>The Fire & Feast Meat Food Festival - In its third year of 2019, the expo registered approximately 100 domestic exhibitors to include butchers, braai (grill) masters, and chefs. The event, open to the public, drew about 10,000 visitors. Other products showcased were sauces and condiments, beverages, beef, hops, and distilled spirits.</p> <p>Coffee & Chocolate Expo – In it's eighth year, the 2019 show attracted about 35,000 trade and consumer visitors. The expo is an avenue for exhibitors to showcase their brands and products within the coffee and chocolate industry.</p>		<p>poafrica.co.za www.fireandfeast.co.za</p>
September 29-30, 2020	<p>FoodNext Africa 2020</p> <p>The FoodNext Africa is a business to business meeting food event where food innovators, foodtech, start-ups, and inventors redefining the food industry from farm to fork connect.</p>	Cape Town, SOUTH AFRICA Venue: TBD	<p>Dale Magaya Sales Manager: Food, Trade & Hospitality DMG Exhibition Management Services (EMS) Africa Tel: +27 11 783 7250 Mobile: +27 83 231 3006 Email: DaleMagaya@dmgevents.com www.dmgeventsme.com www.africabig7.com</p>

SECTION 2: Post Contact Information

If you have questions or comments regarding this report, please contact the FAS Office of Agricultural Affairs in Pretoria at:

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Other FAS market and commodity reports on South Africa are available through the FAS website <http://www.fas.usda.gov> or <https://fas.usda.gov/regions/south-africa>

Attachments:

No Attachments.