



USDA Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Template Version 2.09

Voluntary Report - public distribution

Date: 3/24/2005

GAIN Report Number: SF5008

South Africa, Republic of

Promotion Opportunities

Quarterly Promotion Report

2005

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Report Highlights:

This report highlights agricultural promotional activities in Africa. FAS/Pretoria is currently recruiting for Angola's Alimenticia tradeshow, scheduled between April 27 to 1 May, 2005. Contact Post immediately, if you are interested to participate in any of the promotions listed.

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

"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."

SECTION 1: FAS/W ENDORSED TRADE SHOWS

The Hostex 2005 trade show was held from March 13-16, 2005 at the Sandton Convention Center, Johannesburg, South Africa. Post visited the show. More than 225 exhibitors, occupying two halls measuring 10,000 square meters in floor space, exhibited at this bi-annual show. Countries represented were Mozambique, Germany, Italy, France, Austria, Bangladesh, and Tunisia. According to the show organizers, the show attracted 11,413 estimated number of trade visitors, an increase from 10,000 trade visitors in 2003.

Germany and Italy had medium-sized pavilions stocked with a range of food and beverages products, from pasta, sauces, condiments, oils, canned food, to alcoholic and non-alcoholic beverages products. Germany had a notice on their stand looking for agents and distributors for their products in South Africa, and Italy had representatives eager to talk with visitors.

Due to the show being held the same time as other international big shows like SIAL China, FOODEX Japan, and the Boston International Seafood Show, no exhibitors traveled from the USA for the show. Hence there was no USDA presence at Hostex.

South Africa's successful bid to host the 2010 soccer World Cup will raise the profile of South Africa as a tourism destination. The South Africa market calls for local and international suppliers of food and beverages products, including American products. The next 2007 Hostex show will take place March 18 – 21, 2007.

SECTION 2: OTHER TRADE SHOWS ORGANIZED AND RECOMMENDED BY POST

| Date | Name of Show and Description | Location | Contact/Organizer |
|------------------------|---|----------------|--|
| April 27 – May 1, 2005 | <p>Alimenticia Angola</p> <p>Alimenticia Angola show, is specifically geared towards food. The show will occupy two pavilions. Pavilion 2 will deal with food and beverage production, packing and distribution. Pavilion 1 will house Equipahotel, for the food service and hotel industry.</p> <p>Post is currently recruiting for this show. Please contact us, if you want to sample or</p> | Luanda, Angola | <p>Filda Exhibition Centre Luanda, Angola Arena Angola Tel: 244 2 393 369 Fax: 244 2 397 320 Email: info@arenaangola.com</p> |

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| | display food and beverages products, brochures, and so forth. | | |
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SECTION 3: OTHER UPCOMING PROMOTIONAL ACTIVITIES

| Date | Name of Promotion and Description | Location | Contact/Organizer |
|-------------------|--|--|--|
| July 4 – 10, 2005 | <p>American Promotion</p> <p>The Castle Kyalami Hotel will sponsor an American promotion during July in order to coincide with Independence Day. The hotel will showcase U.S. food and beverage products, promote U.S. as a tourism destination, including highlighting the cultural aspects of American life.</p> | Midrand, South Africa | <p>Mr. Klaus Piprek General Manager The Castle Kyalami Hotel Tel: 27 11 799 7676 Fax: 27 11 702 1755 Email: thecastle@planethotels.co.za Website: www.planethotels.co.za</p> |
| July, 2005 | Menu Promotion | <p>Pretoria and Johannesburg, South Africa</p> <p>FAS/Pretoria submitted a proposal to link up SUSTA and a leading restaurant group in South Africa in a menu promotion, focusing on U.S. food and beverage products that will be test-marketed and featured on their menu in 5-10 selected restaurants in their roughly 70 outlets in South Africa. Successful products</p> | If you are an interested U.S. exporter, please contact us for further information. |

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| | | will remain on the menus and can be expanded to the other restaurants in the chain. | |
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SECTION 4: POST CONTACT AND FURTHER INFORMATION

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>