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South Africa, Republic of

Promotion Opportunities

Quarterly Promotion Report

2004

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Report Highlights:

This report highlights promotional activities in South Africa. Visit Post 2004 Exporter Guide (Gain Report SF4030, dated 8/16/2004) to see which high value products have shown consistent growth over the last five years and represent important opportunities for U.S. exporters. 2003/4 saw a significant strengthening in the value of the Rand. The combination of a weak dollar, strong euro and strong South African rand is helping to increase American exports to South Africa. FAS/Pretoria is currently recruiting for Hostex tradeshow, scheduled between March 13-16, 2005. Deadline for receipt of application and recruitment is January 15, 2005.

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

"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

In order to help small and medium sized companies participate in international trade shows, the USDA's Foreign Agricultural Service (FAS)/Pretoria, is currently recruiting for an "American Café" at Hostex show, scheduled between March 13-16, 2005, Johannesburg.

Hostex is the leading food and catering hospitality show in South Africa held every after 2 years. This is a larger show as it co-located four exhibitions such as Contract Furnishings, Home Grown Village, Guestex and SA Chefs Village Exhibitions. The 2003 show attracted a total attendance of 11,554 over the three days from 42 countries. There were 241 companies that participated at the show as exhibitors from hotels, restaurants, institutional and other food service sectors, and Retail Exhibition, including architects, interior designers, conference centers, and corporate offices.

For more information on Hostex, please take a look at the website: www.hostex.co.za To apply, please download the online application at www.fas.usda.gov/agexport/shows/hostex2005.pdf Alternatively, call our Washington Trade Show Specialist, Tobitha Jones at: 202-690-1182 or email her at: tobitha.jones@usda.gov or, complete the form and fax it to FAS/Pretoria at: 011-27-12-342-2264. The deadline for receipt of applications and recruitment is January 15, 2005.

SECTION 2: TRADE SHOWS RECOMMENDED BY POST

A.

Title:	Natural & Organic Products Exhibition
Dates:	October 14 – 16, 2005
Venue:	Capetown Convention Center Cape Town, SOUTH AFRICA
Contact Information:	Specialized Exhibitions Shows and Events Tel: 27-21-671-0935 Fax: 27-21-671-0176 Email: Janine@specialised.com

For more information: www.naturalandorganic.co.za

Brief Narrative: This show is an annual event, which will alternate in venue between Sandton, Johannesburg; and Cape Town, South Africa. The 2005 show will be held in Cape Town. There is no doubt that the United States has led the way in this natural and organic industry, ie from natural and organic remedies to organic farming. South Africa welcomes all support, encouragement and advice the U.S. exporters have to offer, because many wealthy consumers in South Africa are embracing natural and organic options.

Feedback on June 2004 Natural & Organic Expo: Post visited the first Natural and Organic Exhibition in June, held at Sandton, Johannesburg. The show attracted buyers from the retails sector, health stores, pharmacies and other specialist stores offering products for this changing lifestyle. The exhibitions were divided into a number of specific sections such as beverages, foods, beauty and skincare, vitamins and supplements, general products and services. This was a small show, but at least the organizers are well organized, attentive to details and trying to improve the show for the future. The organizers feels that education is

the key to expanding this market, and the other goal is to educate the farmers to convert from conventional farming to organics. The Natural & Organic industry in South Africa is in its early stage, and reaching and educating consumers is going to take time.

A natural products boom is taking off in South Africa which means less preservatives and growth hormones in South Africa food supply as mainstream food processors consider healthier options. The organizers are committed to the industry and to the education process to improve the show for the future, through aggressive media coverage, such as radio stations, TV stations, newspapers and specialized media such as health/journal publications. The 2004 show attracted a total attendance of 6,213 over the three days. There were approximate 90 local exhibitors, and no international exhibitors. One of the major retailers in South Africa, Woolworths, was a key exhibitor and sponsor of this show and is always looking for natural organic products. Woolworths had double digit sales growth for organic foods in 2004.

Post will continue visiting the show to access it for future participation.

B.

Title: Africa Big Seven
Dates: July 24 – 26, 2005,
Venue: Gallagher Estate, Midrand, SOUTH AFRICA
Contact Information: Exhibition Management Services
Tel: 27-11-783-7250
Fax: 27-11-783-7269
Email: director@exhibitionsafrica.com

For more information: website: www.exhibitionsafrica.com

Brief Narrative: Africa's Big Seven is Africa's annual international trade fair for the retail sector. Previously it was called the "Mega Show". In 2003 the organizers saw The Mega-show rebranded as Africa's Big Seven following the inclusion of several non-food sectors. It is a combination of three trade shows which used to operate separately such as Pan African Retail trade exhibition (Supermarket, Forecourt, Convenience, Homeware and Hardware); Agri-Food (Manufacturers and Producers Expo); and the Retail Solutions Africa (Retail IT, Security, Shop fitting, Store Layout, and Merchandising). The show targets the retail industry and agri-food industry.

Feedback on the July 2004 Africa's Big Seven Show: Post visited the 2004 show. The show was opened to the public. It was a medium sized show, though seven times the size of the previous show which was hyped as Mega Show. The show is growing rapidly and has the potential to be the definitive event of its type for Southern Africa. The show attracted 6892 visitors from 35 countries. There were 157 companies that participated at the show as exhibitors. The Department of Trade and Industry (DTI) Agro-processing Trade and Investment division attracted buyers mainly from the EU member states, Japan, Canada, and Ethiopia. Buyers were from priority export countries and have expressed interest in sourcing fresh fruit and vegetables products from South Africa in addition to canned and processed foods.

Additionally, improvements in cold-chain technology at the Johannesburg International Airport enables more retailers to import more fresh produce from neighboring countries.

C.

Title: Fish Africa 2005
Dates: October 26 – 28, 2005
Venue: International Convention Center, Cape Town, SOUTH AFRICA
Contact Information: Exhibition Management Services
Tel: 27-11-783-7250
Fax: 27-11-783-7269
Email: director@exhibitionsafrica.com

For more information: website: www.exhibitionsafrica.com

Brief Narrative: This is an every odd year event held in Cape Town, South Africa. The Fifth “Fish Africa” exhibition will be staged in Cape Town on October 2005. Jointly organized by Highway Events of London and Johannesburg’s Exhibition Management Services, the show, which brings together international equipment suppliers and the fishermen and fishing company managers of Southern Africa including other representatives from France, India, Ireland, Italy, Spain and Thailand.

Feedback on the October 2003 Fish Africa Show: Post visited the 2003 show. This show was fairly small, with 104 exhibitors, and attracted 3,271 visitors. The organizers confirmed that the show was smaller than previous shows, because apparently the show was held at the same time as other big shows in Europe. Most of the exhibitors were selling fishing equipment, rather than consumer ready fish products. Amongst the exhibitors was India Fisheries Export promotion with consumer ready fish products on display, but not for tasting. Other countries represented at this shows were Spain and Italy, also exhibiting fishing equipment.

FAS/Pretoria strategic planning for Fishery Events: Post in conjunction with the Deputy Commissioner for International Trade, State of Virginia, is conducting a joint market research project in October/November 2004, to meet with key players in the South African seafood industry to determine their interest in buying U.S. fishery products. If a positive response is received from the research, post plan to lead a buyers mission from South Africa to attend the Boston Seafood show scheduled for March 13 – 15, 2005. Post will also consider a reverse mission by U.S. suppliers of seafood products as exhibitors at Fish Africa 2005 scheduled in October 2005, Cape Town, South Africa.

D.

Title: WoodPro Africa 2006
Dates: August, 2006
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 8th African International Woodworking, Machinery, Timber Processing and Furniture Manufacturing Supplies Exhibition. WoodPro Africa has built its reputation as 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.

E.

Title: SAITEX-The South African International Trade Expo 2006
Dates: October, 2006
Venue: Gallagher Estate, Midrand, SOUTH AFRICA
Contact Information: Kagiso Exhibitions (Pty) Ltd
Tel: 27-11-661-4000
Fax: 27-11-496-3996
Email: info@saitex.co.za

For 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 African 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: OTHER UPCOMING PROMOTIONAL ACTIVITIES

Title: Menu Promotion
Dates: April or May, 2005

Brief Narrative: 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 menus in 5-10 selected restaurants in South Africa. Successful products will remain on the menus and can be expanded to the other restaurants in the chain.

If you are an interested U.S. exporter or U.S. cooperator, please contact us for further information.

SECTION 4: POST CONTACT

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

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U.S. Embassy Pretoria, South Africa
Washington, D.C., 20521-9300
Tel: 27-12-431-4235
Fax: 27-12-342-2264
Email: agpretoria@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>