

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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**Date:** 12/28/2010

**GAIN Report Number:**

## South Africa - Republic of

**Post:** Pretoria

### Recommended Trade Shows in South Africa

**Report Categories:**

Market Promotion/ Competition

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**Report Highlights:**

South Africa represents a growing market for several U.S. consumer-oriented food and beverage products including processed fruits, juices, sauces and condiments. By October 2010, U.S. exports of consumer-oriented goods exceeded \$77 million, up 36 percent from the previous year. The following report informs U.S. food and beverage suppliers of potential export opportunities and relevant upcoming trade events in South Africa during calendar year 2011.

**General Information:**

South Africa represents a growing market for several U.S. consumer-oriented food and beverage products including processed fruits, juices, sauces and condiments. By October 2010, U.S. exports of consumer-oriented goods exceeded \$77 million, up 36 percent from the previous year. The following report informs U.S. food and beverage suppliers of potential export opportunities and relevant upcoming trade events in South Africa during calendar year 2011.

**Author Defined:****SECTION 1: DISCLAIMER AND REPORT HIGHLIGHTS**

**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”.

The purpose of this report is to inform U.S. food and beverage exporter of potential export opportunities and related upcoming trade events in South Africa for developing business contacts and meeting active buyers in-person. Five-year trends show that some U.S. consumer-oriented agricultural exports to South Africa are growing. South African imports of consumer oriented goods is growing with double digit annual growth in recent years. By October 2010, U.S. exports of consumer-oriented goods exceeded \$77 million, up 36 percent from the previous year. Within this category, imports of processed fruits and vegetables has grown nearly 17 percent since 2009. Other consumer-oriented goods, such as sauces and condiments (HS 210390), fruits prepared or preserved (HS 200899), dried grapes (080620), and food preparations (HS 210690) have enjoyed double digit growth in recent as well.

**SECTION 2: TRADE SHOWS IN SOUTH AFRICA RECOMMENDED BY POST**

FAS/Pretoria has compiled a list of trade shows occurring in South Africa during calendar year 2011 and made recommendations for U.S. companies interested in showcasing their products. For more information on doing business in South Africa, see the South African Exporter guide at [www.fas.usda.gov](http://www.fas.usda.gov).

<b>Dates</b>	<b>Event</b>	<b>Location</b>	<b>Organizers Contacts</b>
March 13-16, 2011	<b>Hostex Gauteng 2011</b>  HOSTEX is South Africa’s largest International hospitality and catering exhibition which brings together service providers throughout the tourism and hospitality industries.	Sandton Convention Centre Johannesburg	Lindy Taylor Exhibition Manager: Specialized Exhibitions Tel: +27 11 835 1565 Email: <a href="mailto:lindyt@specialised.com">lindyt@specialised.com</a> <a href="http://www.hostex.co.za">www.hostex.co.za</a>

	<p>The show is a recommended point of entry into South Africa's tourism and hospitality industries, which offers good potential for increasing imports of U.S. high value products. The HOSTEX 2009 show hosted 223 exhibitors and saw 11,475 visitors.</p>		
May 26-29, 2011	<p><b>Good Food &amp; Wine Show Winter</b></p> <p>Good Food &amp; Wine Show is South Africa's finest food, beverage and lifestyle exhibition showcasing gourmet products and the preparations of South African and international top chefs. The show alternates between Cape Town, Durban, and Johannesburg.</p> <p>Post recommends the show for showcasing food and beverage products to representatives from the local tourism and hospitality industries. Last year's event had 186 exhibitors and saw 54,108 visitors.</p>	Cape Town International Convention Centre	<p>Louise Cashmore Gourmet Food Festival Tel: +27 21 702 2280 Email: <a href="mailto:louise@gourmetsa.com">louise@gourmetsa.com</a> Website: <a href="http://www.gourmetsa.com">www.gourmetsa.com</a></p>
July 17 - 19, 2011	<p><b>Africa's Big Seven 2011 (AB7)</b></p> <p>Africa's Big Seven co-located with SAITEX (Southern African International Trade Exhibition) is the continent's largest food and beverage industry event. The show targets the food retail industry and processing industries.</p> <p>Post recommends the show as last year's event hosted 307 exhibitors and saw 7,614 visitors from over 32 countries.</p>	Gallagher Estate, Johannesburg, South Africa	<p>Lineke Fleisher Exhibition Manager: Exhibition Management services – EMS Tel: +27 11 783 7250 Fax: +27 11 783 7269 Email: <a href="mailto:admin@exhibitionsafrica.com">admin@exhibitionsafrica.com</a> <a href="http://www.exhibitionsafrica.com">www.exhibitionsafrica.com</a></p>
October 26 – 27, 2011	<p><b>All Fresh 2011</b></p> <p>The All Fresh is the number one national event for suppliers and</p>	Sun City North West Province, South Africa	<p>Carien Taute Tiro Events Tell: +27 15 306 6275 Mobile: +27 83 630 3607</p>

	<p>producers of fresh produce in Sub Saharan Africa.</p> <p>Post recommends the show as South Africa is a fast growing market for fresh fruit. While South Africa is a large fruit producer, imports of fruit have increased at an annual rate of 25 percent annually in recent years. Last year's show hosted nearly 400 representatives spanning growers, retailers, processors, academics, and market agents.</p>		<p>Email: <a href="mailto:carien@buzztzn.co.za">carien@buzztzn.co.za</a>  <a href="http://www.allfresh.co.za">www.allfresh.co.za</a></p>
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### **SECTION 3: POST CONTACT INFORMATION**

Please contact FAS/Pretoria for any questions, comments, or need further assistance, at the following address:

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