

Voluntary Report – Voluntary - Public Distribution

Date: July 01,2020

Report Number: SF2020-0038

Report Name: Trade Shows in South Africa Update

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 which were scheduled to be held in the country but mostly were postponed due to COVID-19. The South African Exhibition Organizers are optimistic that despite the disruption caused by the pandemic, the industry will be able to bounce back to deliver shows in 2021.

SECTION 1: South 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 South Africa.

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.

Dates	Event	Location	Organizer Contact Details
September 29-30, 2020 (Reformatted) Virtual Trade Show	E-Food & Hospitality Next Africa Summit will present 30-days of digital webinars of innovation and investment for the e-Food Next and e-Hospitality Next Summit 2020.	Virtual Summit, Learning, and Networking	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
September 1-30, 2020	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 can connect online.		
April 25-27, 2020 (Postponed) New Dates April 24-26, 2021	South African Cheese Festival 2021 The prominent South Africa Cheese Festival 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	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.c

	with a record number of more than 170 exhibitors, one third of exhibitors were new participants. The festival also has culinary specialists and celebrity chefs as demonstrators in the food theaters.		o.za
May 8-10, 2020 (Postponed) New Dates May 2021	Organic & Natural Product Expo Africa 2021 Africa's dedicated event for the organic and natural products industry sector, this expo caters to both trade and the consumer. The event categories include organic and natural foods, beverages, ingredients and raw materials, vegan, vegetarian, halaal and kosher, health foods and dietary supplements, cosmetics and hygiene, beauty and personal care, household, organic farming, and gardening.	The Deck, Corlett Drive, Johannesburg, SOUTH AFRICA	Emails: Gill@organicandnaturalexpo.com John.T@SATP.co.za G.Rotunno@NGexhibitions.com www.organicandnaturalexpo.com
June 21-23, 2020 (Postponed) New Dates June 20 -22, 2021	Africa's Big 7 2021 (AB7) Africa's Big Seven is co-located with SAITEX (Southern African International Trade Exhibition), and the Hotel Show Africa. The event is the continent's largest food and beverage trade expo covering everything from fresh produce, food ingredients, manufacturing technologies, processing, packaging, and equipment. SAITEX focuses on product sourcing offering suppliers the opportunity to meet business partners, buyers, and importers. According to the show organizers, the 2019 event had over 250 exhibitors from 67 participating countries, and over 7,000 people attended.	Gallagher Estate, Johannesburg, SOUTH AFRICA	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
July 17-19, 2020	Food & Drink Revolution 2021	The TicketPro Dome,	Sandra Jardim General Manager

<p>(Postponed) New Dates July 13-15, 2021</p>	<p>The Food & Drink Revolution features three food shows in one, Coffee & Chocolate Africa, Fire & Feast Africa, and Bars & Good Spirits Africa.</p> <p>The Fire & Feast Meat Food Festival offers opportunities to attendees to sample and taste various cuts of meats, and products related to meats and grilling. In 2019, the expo registered approximately 100 domestic exhibitors to include butchers, braai (grill) masters, and chefs. The event drew about 10,000 visitors. Other products showcased were sauces and condiments, beverages, beef, beer ingredients, and distilled spirits.</p> <p>Coffee & Chocolate Expo is the largest annual expo of its kind within the food and beverage sector. 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>Bars & Good Spirits Africa is a new expo that will feature wines, ciders, spirits and specialty drinks.</p>	<p>Northriding, Johannesburg, SOUTH AFRICA</p>	<p>Reed Exhibitions Tel: +27 11 549 8300 Mobile: +27 82 506 2696 Email: Sandra.Jardim@reedexpoafrika.co.za www.fireandfeast.co.za</p>
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Note: 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.

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>

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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Attachments:

No Attachments.