

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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Voluntary    Public

**Date:** 10/31/2011

**GAIN Report Number:**

## South Africa - Republic of

**Post:** Pretoria

### Trade Shows in Southern Africa

**Report Categories:**

Trade Show Announcement

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**Report Highlights:**

The purpose of this report is to inform U.S. exporters in the food and beverage sectors of potential export opportunities and related upcoming marketing trade events in Southern African region. The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated.

### General Information:

The purpose of this report is to inform U.S. food and beverage exporters of potential export opportunities and upcoming marketing trade events in Southern African region. Promotional activities listed are provided for consideration and geared towards entering new markets, developing and maintaining contacts with customers, introducing new products, finding agents, and checking out the competition.

U.S. consumer-oriented agricultural exports to Angola and South Africa have grown steadily in recent years. Year to date, U.S. exports of consumer oriented products to South Africa have increased from \$60 million in August 2010 to \$80 million of August 2011. In August 2011, the United States exported \$127 million of consumer oriented products to Angola versus \$98 million in August 2010 of which chicken cuts accounts for \$91 million (72 percent market share).

Of interests in Angola and South Africa are primarily consumer oriented goods categories which reached the highest export levels in the 2010 at more than \$160 million. Exports of U.S. consumer oriented goods to South Africa also set a record in 2010 driven largely by strong demand for snack foods, breakfast cereals, fresh fruit, wine and beer, particularly during the World Cup. In South Africa, the categories which have shown consistent growth are food preparations (HS 210690), waters inclusive of sweetened and flavored mineral (HS 220210), lactose syrups (HS 170211), fruits prepared preserved (HS 200899), and sauces and condiments (HS 210390. Other high value exports that have shown strong growth in South Africa are almonds (HS 080212), canned salmon (HS 160411), and whiskies (HS 220830).

For more information on doing business in South Africa, and to see which high value products present important opportunities for U.S. exporters, see the South African [Exporter Guide \(hyperlinked\)](#).

### TRADE SHOWS IN SOUTHERN AFRICA RECOMMENDED BY POST

Dates	Event	Location	Organizers Contacts
October 26 – 27, 2011	<b>All Fresh 2011</b>  The All Fresh is the number one national summit event for suppliers of fresh produce in Sub-Saharan Africa.  Post recommends the show as South Africa is one of the fastest growing fresh fruit markets in the world. While South Africa is a large fruit producer, imports of fruit	Sun City North West Province	Carien Taute Tiro Events Tel: +27 15 306 6275 Mobile: +27 83 630 3607 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>

	have increased at an annual rate of 25 percent, as measured in value terms over the past ten years.		
<b>2012: ANGOLA SHOWS</b>			
TBD	<b>Alimenticia Angola 2012</b>  Angola's annual international exhibition of food and beverages, hotels, restaurants and other food vendors.	Feira International de Angola (FILDA) Exhibition Center, Luanda, Angola	Manuel Novais Arena Angola Tel: +244 222 393 369 Fax: +244 222 397 320 Email: <a href="mailto:manuel.novais@arenaangola.com">manuel.novais@arenaangola.com</a> <a href="http://www.arenaangola.com">www.arenaangola.com</a>
July 12	<b>FILDA</b>  International fair of Luanda's annual food, beverage and hospitality trade show. The show is reportedly well attended by several countries.	Feira International de Angola (FILDA) Exhibition Center, Luanda, Angola	Feira International de Angola Estrada de Catete, Km 12 Tel: +244 917 654 000/001 Fax: +244 222 862 161 Email: <a href="mailto:feiras@fil-angola.co.ao">feiras@fil-angola.co.ao</a> <a href="http://www.fil-angola.co.ao">www.fil-angola.co.ao</a>
<b>2012: SOUTH AFRICA SHOWS</b>			
January 15 – 20, 2012	<b>2<sup>nd</sup> All Africa Horticulture Congress 2012</b>  The Congress brings together scientists involved in diverse horticultural endeavors in Africa for the purpose of collaboration and knowledge sharing.	Skukuza Conference Center, Kruger National Park, Limpopo Province	Going Africa Conferencing Mobile: +27 83 285 0505 Email: <a href="mailto:Susie@goingafricaconferencing.com">Susie@goingafricaconferencing.com</a> <a href="http://www.aahc.co.za">www.aahc.co.za</a>
May 15-17, 2012	<b>Hostex Cape Town 2012</b>	Cape Town International	Lindy Taylor Exhibition Manager: Specialized

	<p>HOSTEX is South Africa's largest International hospitality and catering exhibition which brings together service providers throughout the tourism and hospitality industry. South Africa's tourism and hospitality industries continue to enjoy positive growth and offer good potential suppliers of U.S. high-value products.</p>	Convention Center	<p>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>
May 24 – 27, 2012	<p><b>Good Food and Wine</b></p> <p>Good Food &amp; Wine show is South Africa's fine foods, beverages and lifestyle exhibition which showcase top international and South African chefs. The show occurs twice a year and alternates between Cape Town, Durban, and Johannesburg.</p>	Cape Town International Convention Center	<p>Christine Cashmore Director Gourmet Food Festival Tel: +27 21 702 2280 Ext. 202 Fax : +27 21 702 0719 Mobile : +27 82 903 2159 Email : <a href="mailto:christine@gourmetsa.com">christine@gourmetsa.com</a> <a href="http://www.goodfoodandwineshow.co.za">www.goodfoodandwineshow.co.za</a></p>
July 15 - 17, 2012	<p><b>Africa's Big Seven 2012 (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 and agri-processing industries. The 2011 show attracted exhibitors and visitors from more over</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>

	50 countries and attendance has seen continuously in its 10-year history.		
September 21 – 24, 2012	<b>Good Food and Wine Show</b>  Good Food & Wine show is South Africa's fine foods, beverages and lifestyle exhibition which showcase top international and South African chefs. The show occurs twice a year and alternates between Cape Town, Durban, and Johannesburg.	The Coca Cola Dome Northriding, Johannesburg	Christine Cashmore, Director Gourmet Food Festival Tel : +27 21 702 2280 ext. 202 Fax : 27 21 702 0719 Mobile +27 82 903 2159 Email : <a href="mailto:christine@gourmetsa.com">christine@gourmetsa.com</a> <a href="http://www.goodfoodandwineshow.co.za">www.goodfoodandwineshow.co.za</a>
2013			
September 18 – 20, 2013	<b>IFE Africa 2013</b>  IFE Africa highlights the world's leading and food and drink brands, as well as numerous local Southern African producers and links them to retail and foodservice buyers, importers, distributors and wholesalers from across the continent.	Sandton International Convention Center, Sandton, Johannesburg	Christopher McCuin Business Development Director Fresh RM and Montgomery Africa Tel : + 020 7886 3016 Fax : +020 7886 3091 Email : <a href="mailto:Chris.McCuin@freshrm.co.uk">Chris.McCuin@freshrm.co.uk</a>

### SECTION 3: POST CONTACT INFORMATION

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

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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>

**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.