

AFRICA'S **BIG7**

Johannesburg | 25-27 June 2017

South Africa

Africa's premier
food and drink
tradeshow

300+
EXHIBITORS
FROM OVER
25 COUNTRIES

Meet buyers and
distributors from
across Africa

www.africabig7.com



Africa's Premier food & drink tradeshow

- Over 300 exhibitors
- From over 25 countries
- Over 14,000 attendees
- Including senior buyers from across the sector

Taking place with The Hotel Show

The Hotel Show, a well-known international event, will run in Africa for the first time in 2017 next to AB7, delivering an audience of hospitality professionals from hotels, restaurants, bars, cafes, catering and more. Visitors will be excited to see these two shows working in tandem to meet a wide expanse of their food, drink and hospitality needs.

25-27 June 2017 | Johannesburg, South Africa

"A powerful and effective product showcase and business networking platform where manufacturers and producers can interact with suppliers, agents, buyers and customers from around the world to source products and meet potential business partners"

Mark Tobin

Executive Sales Director, Melissa's
(exhibitor at AB7 2016)

Event Background

THE AFRICAN
FOOD & DRINK
INDUSTRY'S ANNUAL
TRADE EXHIBITION.

Africa's Big Seven is the continent's largest annual meeting place for the food and drink industry, where buyers and distributors from across this diverse and booming market come to source new ingredients, finished products, processing, packaging and logistics solutions.

It's also the African food and drink sector's longest established and most trusted show, having taken place each and every year since 2001.

Over time, the event has connected thousands of domestic and international partners throughout the value chain and built a reputation for delivering quality and tangible results to its exhibitors.

2016'S EVENT
ATTRACTED
EXHIBITORS
FROM OVER
25 COUNTRIES

Connect with leading buyers across all main industry categories:

- Distributors / Agents
- Hotels / Lodges
- Caterers
- Foodservice
- Food Manufacturers
- Importers / Exporters
- Independent retailers
- Restaurants & Cafes
- Supermarkets
- Wholesalers
- Bars / Pubs / Clubs
- Bakeries / Butchers / Grocers

**INGREDIENTS & COMMODITIES | PRIVATE LABEL
PRODUCTS | BRANDED FOODS & BEVERAGES |
PROCESSING & PLANT MACHINERY | PACKAGING &
LOGISTICS SOLUTIONS | KITCHEN & FOODSERVICE
EQUIPMENT | RETAIL TECHNOLOGY**

Market size & growth

A DYNAMIC SECTOR FULL OF OPPORTUNITY

South Africa is the ideal location for the continent's most important food and drink trade event. It has Africa's largest and most developed economy, its most sophisticated and fast moving food and drink market and it acts as a trading gateway to the rest of the continent's markets.

The sector is supplied by both local and imported products and is one of the continent's largest manufacturing industries. South Africa alone has total imports of food related products at over US\$7 billion annually and exports at around US\$10 billion.



Who You'll Meet

SOURCE NEW CLIENTS AND DISTRIBUTORS AT AFRICA'S BIG SEVEN

Africa's Big Seven is the only food and drink tradeshow in Africa that attracts senior, motivated buyers from each segment of the food industry, or from "farm to fork".

Over 14,000 trade visitors attend the event to source new products and solutions from both domestic and international suppliers. Exhibiting at the AB7 provides you with a platform to meet and engage with buyers and potential business partners from across this diverse industry.

SOUTH AFRICA
ALONE IMPORTS
OVER US\$7 BILLION
IN FOOD PRODUCTS
EACH YEAR



Generate leads

Meet thousands of buyers and decision makers from the region's capital and consumer sectors.



Position your company

Capitalise on a trillion US dollar consumer market in Africa.



Establish a route to market

Meet potential buyers, distributors, partners or agents that can help you sell in South Africa and the wider African market.

"95% of the visitors that come to our stand are the right buyers we want to do business with."

Michael Tloubatla
Mabekane Foods
(exhibitor at AB7 2016)

Meet buyers and decision makers from leading African brands

IMPORTERS, AGENTS, DISTRIBUTORS

Lusitania | M&L | Natela | Patleys | Rialto | Rieses Food Imports | Tacoma Foods

FOOD & DRINK PRODUCT MANUFACTURERS

Clover SA | First SA Foods | FoodCorp | Kellogg's SA | Nestle | Parmalat SA | Pioneer Foods | Premier Foods | Rainbow | South African Breweries | Tiger Brands

FOOD RETAILERS

SUPERMARKETS, CONVENIENCE STORES, FORECOURT STORES, SPAZA SHOPS

AVI Ltd | Cambridge Food | Checkers | Express | Family | Hungry Lion | Hyper | Jumbo Cash & Carry | Kwikspar | Liquor | LiquorShop | Makro | Megasave | Mini Market | Minimark | OK Foods | OK Grocer | Pick n Pay Supermarket | Rhino Cash & Carry | Shoprite | Spar | Superspar | The Fruitspot | Woolworths Food

FULL SERVICE , QUICK SERVICE RESTAURANTS AND COFFEE SHOPS

Baltimore | Bimbo's | Black Steer | Brazilian Café | Debonairs Pizza | Fishaways | House of Coffees | John Dory's Fish and Grill | KEG | KFC | Maxi's | McDonald's | McGinty's | Mugg & Bean | Pannarotis Pizza | Saddles | Scooters Pizza | Spur Steak Ranch | St Elmo's | Steers | Tashas | The Fish & Chip Co | TruFruit | Wimpy

FOODSERVICE AND CATERING SERVICES

Bosana | Fedics | Feedem Pitseng | KKS | Royal Mnandi | Royal Sechaba

HOTELS, BUSH LODGES, GUESTHOUSES

City Lodge Group | Days Inn | Hilton | Legacy Hotels and Resorts | Mercure Accord | Protea Group | Sheraton Group | Sun International Group | Three Cities | Tsogo Sun

"We met fabulous visitors from all over Africa and they were really important buyers."

Michele Lehy
Biz Box
(exhibitor at AB7 2016)

Your Peers & Competitors

WHO EXHIBITS AT AFRICA'S BIG SEVEN?

Suppliers to the African F&B industry use Africa's Big Seven as a launch pad for new products, to sell and promote to key decision makers and buyers and to build long lasting relationships.

The exhibition spans the entire sector and presents an incredible variety of products and services, including:

BEVERAGES

- Alcoholic drinks
- Health / Energy drinks
- Soft drinks / juices
- Tea / coffee / other

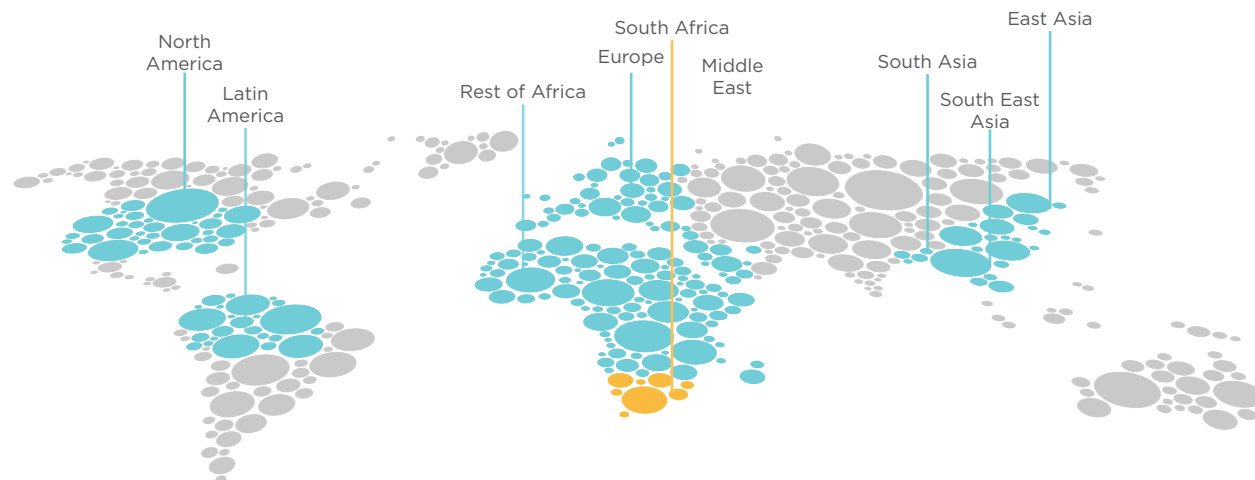
FOOD

- Bakery products
- Bulk/commodity ingredients
- Canned / Dried foods
- Cereals / Grains / Flours
- Fish / Seafood
- Frozen / Chilled foods
- Fruit / Vegetables
- Meat / Poultry (inc. Halal)
- Milk / Dairy Products
- Oils / fats
- Sauces / condiments
- Snacks / Desserts
- Specialty foods
- Sweets / Confectionary

TECHNOLOGY SOLUTIONS

- IT / Software solutions
- Kitchen equipment
- Packaging machinery / materials
- Processing machinery / equipment
- Refrigeration / air-con technology
- Retail technology
- Storage / Warehousing
- Transport / logistics / cold-chain

WHERE DO THEY COME FROM?



21% DOMESTIC

79% INTERNATIONAL

Discover new tastes, trends and opportunities from the industry's key innovators

AB7 provides a serious business opportunity for food and drink industry suppliers to engage with buyers and decision makers from the Africa and for many of its successful exhibitors, acts as a gateway to trading with the continent.

It's not just an exhibition of products and services however - it's a live event that invigorates and inspires new innovation in the sector. A compelling programme of interactive seminars, discussions, product demonstrations, tastings and competitions will help inform new directions for the industry:

PAN-AFRICAN BUYERS' CLUB

An exclusive, invitation-only club for 300+ leading food and drink professionals responsible for sourcing and procurement across all aspects of the sector

THE FOOD FORUM

Industry leaders and innovators will engage in open and candid debate on the industry's latest trends, challenges, innovations and opportunities

THE FLAVOUR HOUSE

A sensory exploration of Africa's diverse and abundant palette of ingredients, fragrances and flavours

A CHEF'S LIFE

Top chefs talk about their favourite products and where they see the future of food trends and fashions in the African market

A TASTE OF AFRICA

A showcase of the best of Southern Africa's local produce, cooking techniques and concepts of hospitality

CREATIVE COFFEE CORNER

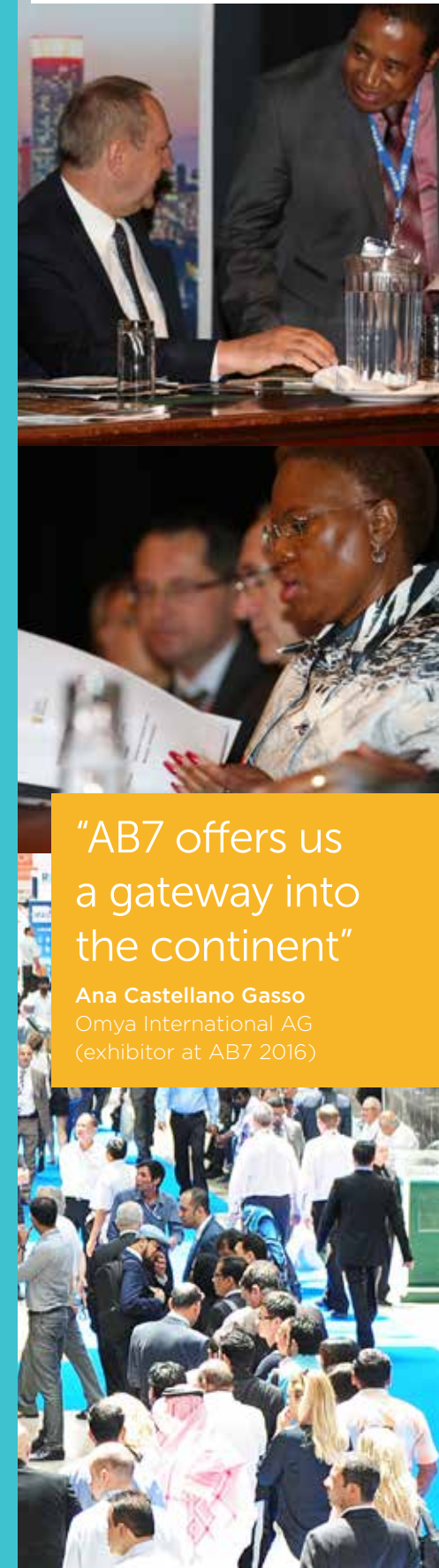
The African café sector is growing rapidly and demands constant innovation - this interactive feature will highlight the latest international trends and feature real-time competitions

AGROPRENEUR SKILLS TRAINING

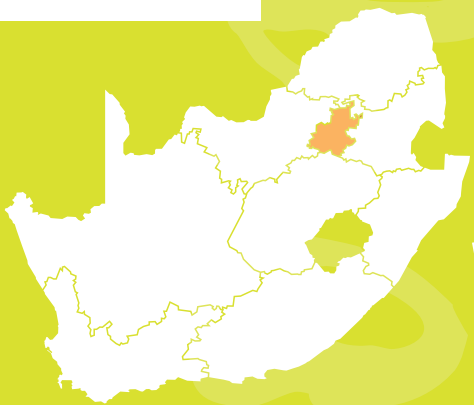
A new initiative supporting Africa's up and coming farming and agro-processing entrepreneurs

"AB7 offers us a gateway into the continent"

Ana Castellano Gasso
Omya International AG
(exhibitor at AB7 2016)



LOCATION



A Business Centre

JOHANNESBURG AND GAUTENG PROVINCE - THE CAPITAL OF AFRICA'S FOOD AND DRINK INDUSTRY

Gauteng Province covers only 1.4% of South Africa's landmass but contributes over a third of the national economy and an amazing 7% - 10% of the entire continent's GDP.

With world-class road, rail and air networks, the province operates as the main national distribution hub and a trading gateway into Sub Saharan Africa.

Its capital, Johannesburg, is also the economic capital of the country and its biggest city, a single metropolitan municipality of over 1,645 square kilometres and a population of around 9 million.

The province is highly urbanised and industrialised, with all serious product distributors and around half of all food and beverage manufacturers and processors based there.

A Leisure Destination

SOUTH AFRICAN HOSPITALITY EXTENDS FAR BEYOND ITS AMAZING FOOD AND BEVERAGE



Johannesburg

or "Jozi" as it's informally known – is more than just the economic and distribution capital of the country and the nucleus of the food and drink industry. A modern, well run city with great infrastructure and a friendly and outgoing nature. You may wish to factor an extra day or two into your visit to AB7 to enjoy these and get to know the local culture a little better.

Pilanesberg Game Reserve

www.pilanesbergnationalpark.org

Set within the crater of a long extinct volcano and resting within the transition zone between the dry Kalahari and wetter Lowveld vegetation, (or "bushveld"), the reserve is populated with an unique combination of mammals, birds and vegetation.



The Cradle of Humankind

www.thecradleofhumankind.net

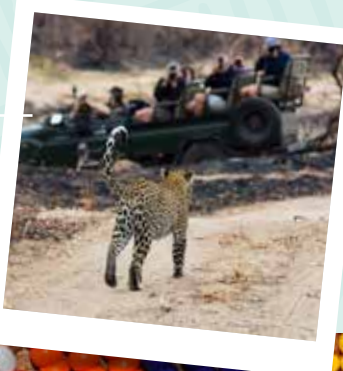
This UNESCO World Heritage site contains a complex of fossil-bearing limestone caves which hold the world's richest archaeological record of the stages in the evolution of humankind over the past four million years.



The Kruger National Park

www.krugerpark.co.za

One of the largest game reserves in Africa, one of the most spectacular national parks in the world and South Africa's most exciting safari destination.



PARTNERS

Africa's Big Seven is an industry-led event

AFRICA'S BIG SEVEN HAS CLOSE PARTNERSHIPS WITH A RANGE OF KEY INDUSTRY ORGANISATIONS AND MEDIA

AFRICAoutlook

Asia Media Food Package

The Baker
The definitive magazine for the baking & milling industries

The Butcher
The definitive magazine for the meat & fish industries

euroasiaindustry

farmlink

FOOD BUSINESS AFRICA

food

FOODStuff

KALAHARI WORLD

HOTELIER
Africa's leading hotel & tourism magazine

I-S-N
International Supermarket News

Middle East Food

PACKAGING Print Media
The industry voice of Africa

the dairymail

THE AFRICA REPORT

Trader's Friend
Bringing you the best and the latest in the industry

South African National Bottled Water Association

African Review

FoodBeverageNews

DRINKStuff

M MatchDeck

Supermarket Today

I-S-N
International Supermarket News

"We are back following the success and brand exposure at Africa's Big Seven last year. Africa's Big Seven is an awesome platform for networking within the food and beverage industry and for international business opportunities."

Gilda do Rego
Sales Director, Plastic Ideas

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Speak to us today

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STAND COSTS

USD: F/S \$386/sqm

PKG \$450/sqm

dmg::ems africa

About the Organisers

Thousands of exhibitors and visitors put their trust in dmgevents globally.

With on the ground know-how, we provide advice and assistance to make

your exhibiting experience the best in Africa with deep local experience. We have been organising events in Africa for more than 20 years.

