

Media Release

Pan Africa Retail Trade Show Presents the Latest Retail Automations
19-21 July 2009, Gallagher Convention Centre, Midrand

For Immediate Release
27 March 2009

Airtime Express, a leading electronic airtime vending company, will be launching several new innovative airtime products at this year's Pan Africa Retail Trade Show. The company is just one of a growing number of retail automation leaders that will be showcasing their ground-breaking products at the event which takes place at Africa's Big Seven (AB7) at Gallagher Convention Centre, Midrand from 19-21 July 2009.

Fristly, the company is introducing a new advertising medium. A screen will be placed in the Yellow Airtime Express vending machines, providing advertising opportunities for network providers, handset manufacturers and associated industries.

Airtime Express will also be introducing two new products to its virtual vending systems range. PowerPin is a voucher redeemable via SMS directly from the consumer's cell phone at a time and place convenient to him/her. UKASH, the second product, provides an alternative and secure digitised payment system. This product is already available in Ireland, Italy, the Netherlands, Poland, Romania, Spain, and the United Kingdom

International marketers recognise the Pan Africa Retail Trade Show as a gateway into Africa - a market of 720 million consumers. The show facilitates excellent trading opportunities. According to Statistics South Africa, retail food, beverage and toiletry sales in 2007 reached R236.7 billion, indicating a 30% growth from 2005 to 2007. A recent AC Nielsen report indicates that major supermarket chains in the country account for R115 billion of this spend - reflecting an annual growth of almost 16%. South Africa imported groceries worth US\$2.4 billion in 2006, of which dry groceries accounted for 31% of the total, followed by cosmetics and toiletries at 13%, vegetable oils at 11% and alcoholic beverages at 10%. In the same period South Africa exported groceries to the value of US\$ 3,5 billion. Fresh and dried fruit accounted for 34% of this amount, followed by alcoholic beverages at 20% and confectionery at 12%.

The Pan Africa Retail Trade Show focuses on dry goods, groceries, frozen foods, convenience foods, fresh produce, confectionery, toiletries and health and beauty products. The show not only features all the Fast Moving Consumer Goods (FMCG) items in retail outlets, but also provides new stock inventories and "best practice" business solutions. The focus is on products, services and ideas that enhance speed and convenience – both of which are essential for a successful and profitable operation within the retail sector.

The only event of its kind on the continent, AB7 presents a composite of seven separate but co-located events that define the various stages and specific technologies required to move produce from the field through the processing, packaging and marketing phases eventually culminating in retail sales.

The last event attracted 7,128 buyers from 43 countries.

For more information on the expo, contact Lineke Fleischer, Exhibition Manager of Africa's Big Seven Expo: Exhibition Management Services Pty Ltd (EMS).

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