

Media Release  
**Retail Refrigeration under the Spotlight**  
**Africa's Big Seven 19 to 21 July 2009**  
**Gallagher Convention Centre, Midrand, Gauteng, South Africa**

**For Immediate Release**  
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V3 Industries, a South African manufacturer of a range of self-contained and remote refrigeration cabinets, have selected the FoodBiz Africa expo as a launch pad for a range of new products.

FoodBiz Africa is an integral part of Africa's Big Seven (AB7), an annual event that takes place this year from July 19-21 at the Gallagher Convention Centre, Midrand Gauteng.

The fact that the 2008 edition of AB7 attracted 7,128 visitors from 43 countries, 91% of whom responded positively to a survey saying they would visit again, played a major role in this decision.

According to Sales Director Johnny De Nobrega, a new combination upright freezer known as 'The Elephant' will be unveiled at the show.

This is in addition to V3/s new range of cool-cab cabinets as well as their new DIY shopfitting concepts. De Nobrega also emphasised that they would be demonstrating the effectiveness of enhanced airflow movement in these cabinets.

He went on to say 'We have invited several international clients and suppliers to visit us at FoodBiz Africa and are thrilled that Danfoss are going to be providing a panel of experts to answer any and all questions at our stand'.

FoodBiz Africa targets South Africa's well-developed food service industry, which represents the fastest growing sector of the food market. "It provides a one-stop shop for its visitors who expect to see companies involved in food and drink technology, quality assurance, packaging, management systems, production and process engineering as well as retail solutions," says John Thomson, Managing Director of Exhibition Management Services, organisers of the event. "It is not only government export bodies that see AB7 as a springboard into African markets. Export-hungry companies from Argentina, Australia, Britain, China, Turkey, Germany, Korea, India, Iran, Pakistan, Malaysia, Thailand, the Netherlands, Spain, Indonesia, Ukraine and the USA have all signed contracts to exhibit at this year's event," he continues.

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.

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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