

Africa's BIG Seven!

Media Release

Supplying Africa with Trade Solutions

Africa's Big Seven (AB7)

19 to 21 July 2009

Gallagher Convention Centre, Midrand, Gauteng, South Africa

**For Immediate Release
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Why go overseas to look for new business opportunities when Africa's Big Seven (AB7), the continent's largest food and beverage industry event is showcasing over 300 exhibitors from 35 countries all in one place and at one time and all looking to develop trade opportunities. AB7 is the most international trade event of its kind - offering phenomenal opportunities for both the sourcing and selling of products.

Scores of International companies are looking to launch into the African market through this highly regarded trade show. "AB7 is the only expo on the continent that provides a platform and facilitates wide-ranging business opportunities," says John Thomson, Managing Director of Exhibition Management Services (EMS), organisers of the event. The event showcases products and services from fresh and produced foods to speciality foods and beverages, from export to import, as well as manufacturing processes and retail solutions. The 2009 event is scheduled for 19 to 21 July at Gallagher Convention Centre in Midrand, Johannesburg, South Africa. Opening day is traditionally a Sunday to allow hard-pressed businessmen time to attend.

"It's not just South African companies reaping the benefits," continues Thomson. "More and more export-hungry international companies are seeing AB7 as a springboard into African markets. AB7 is providing a vital conduit for trade – both within our continent and across the globe". "More and more international companies are seeing Africa as a good investment opportunity," he continues. "With a stable economy; Africa is looking better and better compared to other emerging markets. Business opportunities arise not just from exhibitors to visitors to the show, but a large number of deals were signed between exhibitors at last year's show," says John Thomson.

Exciting "must sees" at this year's show include:

- q From Thailand: Thai snack food and confectionary manufacturer JC Interfood Co Ltd will be exhibiting for the first time. "As an exporter of snacks and confectionaries from Thailand, this show is a great opportunity for us to procure business in Africa," says Kitipat Rianchaivanich of JC Interfood.
- q From Denmark/The Netherlands: Danish meat processing company MPS will be using AB7 as an opportunity to interact with manufacturers of meat and dairy products. The company would like to meet manufacturers of meat and dairy products and interact with retailers because of their activities in the warehousing of products.
- q From Ukraine: Ichnyansky - the only company in the Ukraine that produces condensed milk products - will be showcasing their product range. "We are using AB7 as our launch pad into Africa," says Kovtun Elena, from Ichnyansky's Commercial Department. "We hope to meet many importers and distributors at the show."

- q From Spain: First-time exhibitor Aguas de Mondariz will be launching their Spanish Mondariz natural mineral water in glass and PET (polyethylene terephthalate-plastic) formats.
- q From China: A number of Chinese companies will be showcasing their latest technical innovations. Hangzhou Ruijiang Chemical Co. Ltd - a leading manufacturer of food ingredients - will be displaying a range of products which includes sodium, erythorbate, phosphates, citric acid and vital wheat gluten.
- q From Ethiopia: Six Ethiopian companies will be exhibiting at Africa's Big Seven Expo for the first time, with a huge variety of products available. Brook Mamo, Arcader (Pty) Ltd's Group Marketing Manager says: "All our exhibitors wish to meet manufacturers, importers, distributors, agents, wholesalers and retailers. As companies that have never exported into Africa before, they are looking forward to the show." Products that will be displayed include high-quality honey and coffee.
- q From Germany: German company Nölken Hygiene Products GmbH will be bringing its latest product range "Babyline Mom" to AB7. 'Babyline Mom' is a new care line for pregnant women. "The expo creates a great opportunity for us to make new contacts in South Africa and to build awareness," says Head of Sales, Thomas Schnitter. "We are really looking forward to this year's show and hope to conclude some good business deals."

AB7 derives its name from the seven sector specific elements that make up the event. These are: AgriFood, for producers and manufacturers; FoodTech, for production processing and packaging equipment; FoodBiz, for food service and equipment; Interbake, for bakery equipment, ingredients and supplies; IFMA, for the meat industries, Retail Solutions and Pan Africa Retail for all retail ready products and sales equipment.

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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