

AB7 expo to benefit from increasing interest in Africa

Africa is fast becoming the 'New Frontier', bucking the trend of stagnant world markets. Its population of almost one billion people comprises a rapidly expanding middle class with ever-increasing wealth and disposable income. There is a growing demand for a wider variety of products, foods and flavours, with more overseas and local suppliers eager to oblige.



Africa's Big Seven (AB7), one of the continent's largest food and beverage trade shows, is an effective networking and business opportunities platform for manufacturers, producers and suppliers to tap into Africa's vibrant new markets. AB7 and the co-located SAITEX (Southern African International Trade Exhibition) expo take place from 22 to 24 June at Gallagher Convention Centre, Midrand, South Africa.

Earlier Show Dates

"This year's AB7 and SAITEX show dates have been brought forward a month sooner, to the third week in June," says Jo Thomson of Exhibition Management Services, organisers of AB7. "This provides our overseas clients with more time to act on business leads from the show, and also accommodate our many Muslim exhibitors and visitors who wish to observe Ramadan."

"There's even greater interest in AB7 this year, with exhibitor enquiries from afar afield as Mexico, Poland, the Baltic State and the Commonwealth of Independent States in Asia."

Nearly 1000 exhibitors from 45 countries took part in AB7 and co-located SAITEX in 2013, including the BRICS nations, Brazil, India, Russia and China. The show also had exhibitors from the UK, Malaysia, Pakistan, Spain, Thailand, Zambia and Zimbabwe, as well as Nepal, Lithuania and Vietnam. Over 16 000 visitors from 50 countries attended the 2013 event, including visitors from 27 African countries.

AB7 2014 takes place from 22 to 24 June 2014 at Gallagher Convention Centre, Midrand, Johannesburg. For more information, go to www.exhibitionsafrica.com.