

# Conference highlights Africa's growing beverage market

This year's DrinkTech Africa expo hosts its inaugural industry conference, alongside Africa's Big Seven (AB7) exhibition at Gallagher Convention Centre on 24 June 2014.



Entitled 'Spotlight on Beverage & Liquid Food Manufacturing and Marketing in Africa', it will highlight the African beverage market, where sales are expected to increase by almost 30% by 2017, along with parallel growth of 22% in the continent's beverage packaging sector. The continent's beverage market faces some challenges, but the sheer volume of demand and massive new opportunities it brings easily offsets these.

The event will provide valuable insights on the trends, challenges and massive opportunities spreading across Africa's 'New Frontier' markets, as its middle class consumer population expands.

Jolanda van de Spreng, MD of VDS Media and organiser of the conference says, "It will focus on development and growth in the African beverage value chain - encompassing raw materials, filling, flavouring, marketing, manufacturing, packaging, machinery and end usage.

"The beverage market is no longer only driven by the consumers' mere need for refreshment. It is driven by the market demands for product variety, diversity and innovation. This is influenced by many factors, such as taste, packaging, sustainability and trends. As a result, the market has become extremely complex. Beverage producers, markets and manufacturers need to keep in touch with market needs and trends constantly and develop innovative products to stay ahead of their competitors."

## Topics

- The African beverage market: an industry overview
- Trends fuelling the international and domestic beverage market
- Adding value to beverage packaging: who is in the driver's seat?
- How to improve recyclability: challenges and opportunities facing the beverage and liquid food industry
- 2014: the year of revitalised beverage flavours?
- Maximising your marketing potential: an insight into the success factors encompassing the 'most valuable' beverage brands
- Beverage consumer trends: key drivers influencing consumer purchasing behaviour
- Innovative new product development: creating beverages fit for the future

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