

Exhibitors to cash in on food export trend at Food Hospitality World

The South African Department of Trade and Industry (DTI) has confirmed that it will be bringing a contingent of international buyers, mostly from Africa, to the 2014 Food Hospitality World Africa exhibition, 26-28 May 2014 at the CTICC.

Issued by [Fiera Milano](#) 10 Apr 2014



The DTI has noted that food and food related business sectors, will drive the South African export market, making a major contribution to the overall anticipated R3bn revenue generation for 2014.

The identified international buyers (not only the ones invited by the DTI from countries such as Angola, Nigeria, Morocco, Egypt and UAE, Vietnam and Malaysia), but also those attending through the global Fiera Milano network from Brazil, China, India, Russia and Turkey, will complement their local South African counterparts.

Are you serious about growing your business?

The presence of a quality buyer delegation provides the ideal opportunity for food and beverage suppliers innovators and hospitality vendors to showcase their products, services and explore routes to market; those companies serious about growing their business and sustaining their future, are therefore strongly encouraged to exhibit at FHWA in 2014.

The buyers represent established group retail operators and FMCG experts, as well as wholesalers, even and hospitality outfits trading on the international stage. Household names in product distribution and enterprise marketing complete the line-up of buyers looking for a wide variety of products (fresh to frozen and everything in between). With a series of prefixed buyers appointments in place, FHWA is a brand's opportunity to capture attention and explore route to market - particularly in Africa.

Take action now and secure your spot at the largest global Food and Hospitality exhibition in Africa.

Why exhibit at Food Hospitality World?

- Over 20 key international buyers and a host of local buyers

- Showcase your product to the world
- Single biggest food and hospitality trade show in Africa
- Matchmaking program with structured pre-fixed buyer meetings

[Click here to book your stand!](#)

[Register to visit and join the buyers programme here!](#)

For more information contact:

Louise Cashmore

Director

+27 21 702 2280

louise@fieramilano.co.za

www.foodhospitalityworld.co.za

For more, visit: <https://www.bizcommunity.com>